

**si**retail<sup>®</sup>  
SOLUTIONS IN RETAIL



**Store Solutions**

**Direct to Store**

**si**shop<sup>®</sup>

**si**direct<sup>®</sup>

Email: [info@siretail.com.au](mailto:info@siretail.com.au)

Online Shop: [www.sishop.com.au](http://www.sishop.com.au)

Corporate: [www.siretail.com.au](http://www.siretail.com.au)



SI Retail provided fixtures and custom displays to Ray's Outdoor



Whether you just need to replace a few items in your store or you need to fit out a chain of stores across the country

**SI Retail has you covered.**



## Solutions in Retail



## SI Retail: our Story

*Close to 40 years ago, Ron Fuller had an idea that would change the face of point-of-sale displays forever: End-Sign™.*

**SALE  
SALE  
SALE**

**This promotional sign was an instant success and is an icon that is seen on storefronts everywhere across Australia**

Not content to limit himself to just the End-Sign, Ron started SI Retail to supply shop fittings to Australian and New Zealand retailers.

**Today, SI Retail is still a family-run business.**

Now in its second generation, it's product base has expanded to over 2,000 lines and SI Retail now provides services in sourcing and manufacturing of shop fittings and transporting them directly to your nominated location through SI Direct Business Model.

**Going further, SI Retail created Asia Business Trading.**

With a fully owned office and bond warehouse in China, ABT provides support in supply, manufacturing logistics management, design, factory and project management as well as quality assurance.

### Testimony

*"SI Retail has been a major player in the growth of the Supercheap Auto Group for some 16 years now.*

*From early on with only a few retail outlets in Brisbane through to our mass expansion over recent years, SI Retail have been there to supply the fittings we have needed on time, every time. It is with suppliers like SI Retail that we as a group can achieve great things."*

**Supercheap Auto Group**

**Reduced costs and lead times for large projects.**

**si**<sup>®</sup>  
direct

**si**<sup>®</sup>  
brand

**si**<sup>®</sup>  
shop

**si**<sup>®</sup>  
fixtures

**si**<sup>®</sup>  
displays

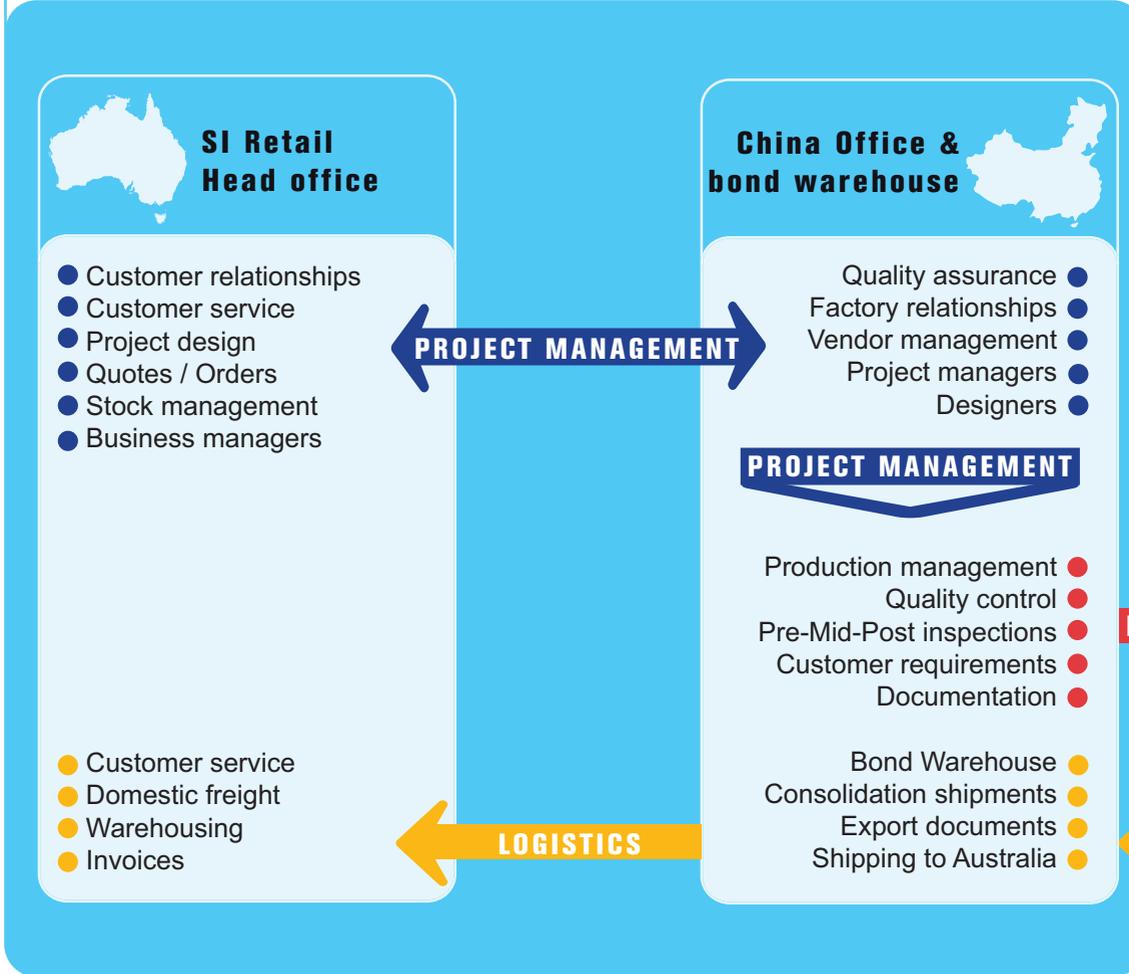
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# Our Workflow Structure



## Solutions in Retail

### Our Vision

Creating inspiring business standards in retail support for enhanced customer outcomes

### Our Culture

#### Challenge

We maintain a long-term vision and strive to meet all challenges with the courage and creativity needed to realise that vision.

#### Kaizen

Kaizen means striving for "continuous improvement. As no process can ever be declared perfect, there is always room for improvement."

#### Genchi Genbutsu

Genchi Genbutsu involves "going to the source to find the facts to make correct decisions, build consensus and achieve goals."

#### Respect

We respect others, make every effort to understand others, accept responsibility and do our best to build mutual trust.

#### Teamwork

Develop exceptional people and teams who thoroughly understand the work, live the philosophy and teach it to others. Foster a culture that enhances individual creativity and teamwork values.

### FACTORIES

1

2

3

**MANUFACTURING** (arrow pointing to factories)

**LOGISTICS** (arrow pointing from factories)

**THE SUPPLY CHAIN AND INFORMATION FLOW IS FULLY CONTROLLED AND IN CONSTANT IMPROVEMENT**  
**THESE CORE VALUES ARE THE BASE OF OUR BELIEFS AND FORM THE FOUNDATION OF OUR FUTURE**



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# SI Retail

## Our services

### Manufacturing capabilities

We work with several factories in China to provide you with endless possibilities.

Whether you need metal, plastic, aluminium, glass, wood or fabric, SI Retail has you covered.

Contact us on 1300 434 775 or at [info@siretail.com.au](mailto:info@siretail.com.au)

We'll find you the best solution.

### Need Advice

Contact our friendly staff between 8.30am & 5pm by phone on 1300 434 775

### SI eNews

SI Retail's Newsletter featuring industry news, retail tips and new and clearance products.

### SI Blog

SI Blog features news about the retail industry, ideas to increase sales and handy hints for in-store displays.



### SI Shop

Shop online for fixtures, displays, signage, shopfittings and more...

SI Retail can also customise it's products to your needs, so ask our friendly staff.



### SI Brand

SI Brand covers all branded promotional items such as flags, banners and the new X-GLOO branded tent for all outdoor and indoor events.

Want something different? Call our team at SI Retail and we will find you solutions.



### SI Direct

SI Direct business model reduces costs and lead times for large shop fitting projects by providing services in sourcing, manufacturing and shipping.

SI Retail is the only company in Australia and New Zealand offering an holistic approach to fit out a chain of stores, reducing cost and lead time while controlling quality.



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- Reduce costs
- Achieve efficient lead times
- Achieve best quality outcome
- The supply chain is fully controlled

## Solutions in Retail



## SI Direct

### Manufacturing capabilities

*SI Retail is committed to giving our customers the best opportunities and the most holistic service possible. That's why we've established our own office in China to provide services in sourcing, manufacturing and shipping.*

**SI Direct ensures the supply chain is fully controlled – from the start of your project through to its completion.**

In China, we have a bilingual team of designers, quality controllers, project coordinators, product buyers and logistical team. The right blend of Australian and Chinese management gives us the unique ability to completely understand your requirements and correctly convey that throughout the manufacturing and shipping process.

Our approach is to problem solve the retailer in design, manufacturing and logistics and provide better outcomes while forming strategic partnerships.

We adopt a holistic common sense approach knowing the item needs to go through several cost stages before it is used in the store. This includes production, shipping and installation. Our project management team pays close attention to the design, packing, transportation and many other areas.

We work with several factories in China to provide you with endless possibilities.

Whether you need metal, plastic, aluminium, glass, wood or fabric - wether you need a low cost or high quality products SI Retail has you covered.

**SI direct**®

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LORNA JANE



Some example of retailers that have used our SI Direct business model.

Give us a call today to arrange an appointment with one of our SI Direct Business Managers for a free consultation.



Ray's Outdoors



## Solutions in Retail



# SI Direct<sup>®</sup>

Your SI Retail Business Manager will work with you to design a plan that is right for your needs. Our most popular logistical plans are the "Direct Rollout" and the "Store in a Box".



### Direct Rollout

We kit product components together, including printed material, and label it for individual stores. This keeps labour costs at the origin and therefore reduces your costs. It then gets bulk shipped to the designated location and our team unpacks the containers and sends the individual packages to your stores.



### Store in a Box

Full store fixtures manufactured in China, packed in a container at the factory and delivered directly to the store. This reduces domestic delivery, handling costs and lead time. Costs are reduced even further with designer packing to suit the in-store installation. Containers are packed according to the store's layout, with colour coding and labeling for departments.



**Guanxi** is the key to manufacturing in China.

*It is developed through time and trust but once you have it, your needs are carried with respect*

**Keep as much handling as necessary to a lower cost solution in China**



“Chic design, quick setup and clever functionality paired with perfect branding options – it satisfies all of our marketing needs. It also really impressed the marketing team at Honda!”

Paul Davie of SI Retail



X-GLOO is used by the world's leading brands: Nike - Red Bull Bacardi - Carlsberg - Goodyear Mercedes - Honda - Chrysler



“The main thing that attracted us to the X-GLOO was the ability to take it anywhere and virtually ‘pop’ it up and have an instant brand presence. The X-GLOO system provides us with a fantastic point of difference to other clubs. and this enables us to engage with our customers more readily.”

Ben Jenkins, Marketing and Brand Manager – Richmond FC

## Solutions in Retail



## SI Brand

SI Brand present X-GLOO, the perfect branding tool for tradeshows, exhibits, events, sponsorships, promotions and festivals, this event tent is the ultimate branding tool. Whether outdoors or indoors, the X-GLOO gets noticed.



X-GLOO is one of three divisions of the German company Skywalk GmbH & Co. KG, which was founded in 2001 by 4 passionate paragliding pilots and kites. Years of experience with aerodynamics and robust yet lightweight materials were assimilated to create the X-GLOO product. In 2008, X-GLOO won the prestigious red dot design award, one of the largest international product design competition.

With multiple styles and various add-ons, the individual design possibilities of the X-GLOO are endless. What's more, the ability to change your messages as necessary means that it is always current and appropriate. X-GLOO is available in 4x4, 5x5, 6x6 and 8x8 metre configurations. The individual branding is achieved through digital printing, screen printing or sewn application.

### MORE

- Professional:**  
High quality workmanship
- Aerodynamic:**  
Stable up to 60km/h wind speed
- Customisable:**  
Individually designable
- Independent:**  
Only requires one person to be pumped up and is ready in minutes
- Flexible:**  
Various configurations
- Modular:**  
Unlimited expansion
- Silent:**  
No noise from blowers
- Design:**  
“form follows function”
- Distinguished:**  
Winner of red dot design award 2008
- Mobile:**  
Easily Transportable



CONTACT US TODAY FOR A FREE DEMONSTRATION OR WATCH THE X-GLOO VIDEO AT [www.x-gloo.com.au](http://www.x-gloo.com.au)



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# SI Shop

## Featured products

Check out our monthly featured products on the left side of our homepage

They are limited offers at great prices

## Catalogue

Download our new catalogue

## Products on sale

Check out what products are on sale



## New Products

Check out what's new and exciting at SI Retail



## SI eNews

Sign up to our monthly newsletter to keep up to date with the retail industry

- News
- Trends
- Tips
- Discounts
- And more...

## SI Shop

Simply browse, add products to your cart, fill out your delivery details and pay by Visa or Mastercard or on your Account

**It's that easy!**

*There is no minimum online order amount*

## SI Shop

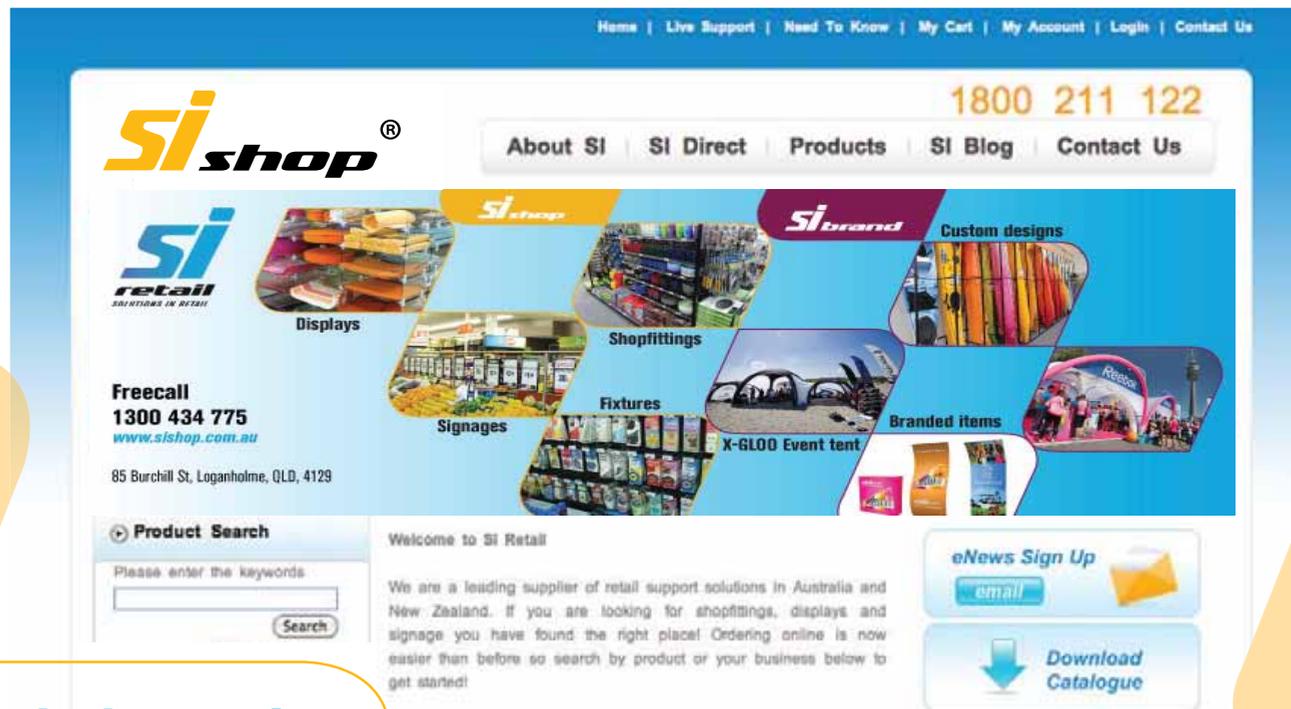
SI Shop is our online shopping facility at [www.sishop.com.au](http://www.sishop.com.au)

**Shop for:**

- Fixtures
- Displays
- Signages
- Shopfittings
- And more...

**Find solutions for all industries:**

- Grocery & Convenience
- Pharmacy
- Real Estate & Travel
- Signage & Print
- Shopfitters & Display
- Hardware
- Auto
- Newsagents & Book
- Post Office





**One of our metal factories**



**Promotional**

**Products**

***SI* brand<sup>®</sup>**

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