

DEALERS' DIGEST

IN THIS ISSUE

- Busy peak despatch period
- Customer service team
- Turnaround time on bags
- Introducing Paul Wetherall
- Ordering flutriafol online
- New Brisbane Territory Manager

Logistics and commodity prices push us to a tight despatch season



Ross Warren

It is coming up to one of the busiest times of year for our customers in winter crop markets, not helped by a lack of grain into grain terminals and a record prolonged soft/flat global demand for phosphates.

All the signs point to a very busy peak despatch period this year. Please talk to your Territory Manager to make sure your contracts line up with your logistics for your customers.

Thanks to improvements we've made in recent years, Koch Fertilisers now offers an outloading capacity that other similar sized companies look to follow.

With a record May despatch for the southern phosphate industry demand forecasted, we aim to ensure you get the full benefit of our capabilities, including more trucks per hour and more despatch hours.

Further system enhancements continue to improve our online ordering system, now automating flutriafol treatments

and bagging options in the areas where we are producing bagged products.

Our customer service and sales teams are standing by to help make this season work for you. Please take advantage of our offer to allow you to get ahead of the busy months coming our way.

Ross Warren

General Manager

Koch Fertiliser Australia

“ All the signs point to a very busy peak despatch period this year ”



New customer service additions here to help

Koch's customer service team is standing by to make sure your order is processed correctly, your fertiliser is available to pick up when you need it and your contracts are on file and up to date.

Based in Melbourne, the customer service team is facing one of their busiest seasons yet.

Although most orders are now automated through the Koch online ordering system, developing and maintaining personal customer relationships is still a high priority for Koch.



Roland Tungka

In fact, understanding and developing relationships with customers to profitably anticipate and satisfy their needs is one of the company's 10 guiding principles.

Member of the customer service team like Roland Tungka and Julie Mara are available from Monday to Friday to answer any queries about your current order.

They also keep in touch with the terminal operators around the country to make sure everything is running smoothly and there are no unexpected delays.

Julie Mara combines the roles of Customer Service Logistics and Office Manager for Koch Fertilisers. She joined the team in April 2015 and is enjoying working with Koch's customers. New to the fertiliser industry, Julie's previous background was in shipping. She is finding Koch's customers to be very nice and easy going.

"Our customers are a pleasure to deal with on a daily basis," she said.



Julie Mara

Julie said her day-to-day work could include anything from processing bookings, arranging meetings in the office, communicating with the terminal operators and updating contracts in the system.

"We work together well as a team. We sit in close proximity to each other so we're always constantly communicating, sharing updates and helping each other out," she said.

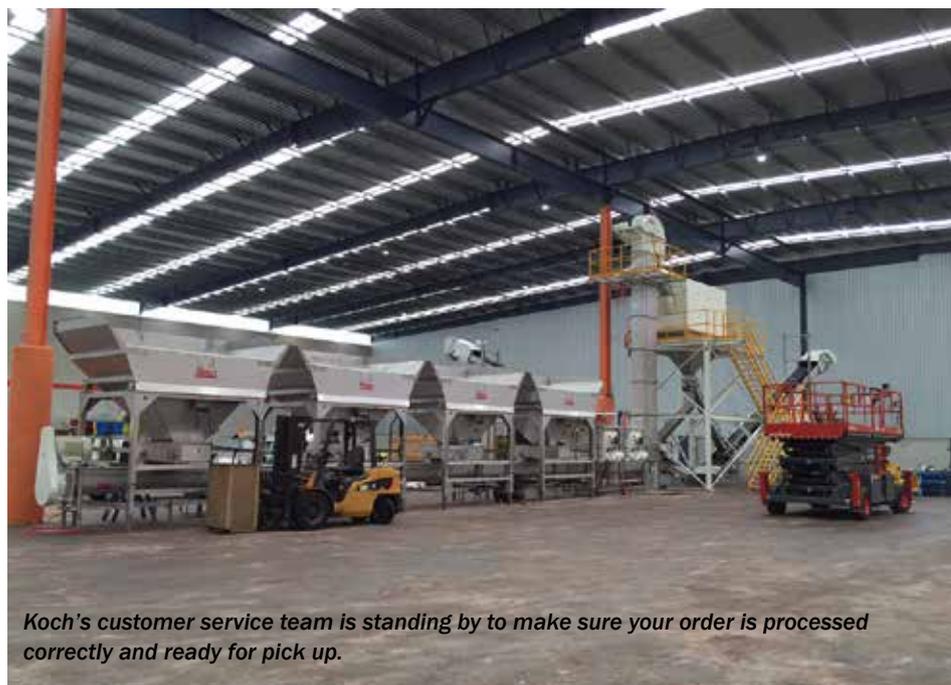
Roland Tungka joined Koch Fertilisers in May 2015 as Logistics Coordinator, after 4 years in retail logistics for one of Australia's leading national retailers.

He's enjoying being involved in the fertiliser industry and is finding his new role very rewarding.

In his logistics role, he manages vessels into the terminals, and in his customer service role, he ensures the smooth despatch of fertiliser to customers. He works closely with the terminal operators in Geelong.

"Our focus and main priority is definitely customers," he said.

"It's making sure that we help with any enquiry they have, keeping them informed of any changes at the terminals and being available to answer queries."



Koch's customer service team is standing by to make sure your order is processed correctly and ready for pick up.

Turnaround time on bags

Dealers are being reminded to take note of the lead times on the despatch of bagged products from their local terminal.

Simon Baum, Sales Manager, said fertilisers were bagged to order, so same day pickup was not available.

However, at the company's new Pinkenba terminal, one tonne bags ordered before 10 am can be picked up the next day.

One tonne bag orders placed between 10 am and 2:30 pm will be available the day after next.

At Koch Fertilisers' Adelaide facility, Dealers should allow two days for one tonne bag orders placed before 10 am.

The lead time for picking up 25 kg bags from Brisbane will be confirmed by the customer service team at the time of

order. Fines in 25 kg bags require 72 hours notice.

"We've set these lead times to ensure the smooth despatch of bagged fertilisers from our terminals, without unnecessary delays," Simon explained.

The pick up date for each order of tonne bags or 25 kg bags is also confirmed by customer service.

"No-one likes delays, so please wait for your booking to be approved with a release number before arranging your transport," he said.

Lead times for bagged product by site			
	Straight	Blends	Fines
1000 kg bags ex Pinkenba	Ordered before 10 am will be available next day.	Ordered before 10 am will be available next day.	Ordered before 10 am will be available next day.
	Ordered after 10 am until 2.30 pm available day after next.	Ordered after 10 am until 2.30 pm available day after next.	Ordered after 10 am until 2.30 pm available day after next.
25 kg bags ex Brisbane	Confirmed upon order	Confirmed upon order	72 hours' notice
1000 kg bags ex Port Adelaide	Ordered before 10 am, allow two days.	Ordered before 10 am, allow two days.	N/A

Introducing Paul Wetherall



Paul Wetherall

Paul Wetherall joined the Koch Fertiliser Australia team as Territory Manager for South Australia in January.

Paul is well known by many of Koch's customers in South Australia through his previous role with Adama, where he worked for eight years and was State Sales Manager for the last four years.

"Before I joined Koch Fertilisers, I asked a lot of people about the company and I found it was held in very high regard," he said.

"Customers appreciate that their dealings with Koch Fertilisers are open and honest and that means a lot."

He has found his new role very enjoyable so far.

"As a Territory Manager, I'm giving customers regular updates on local and global fertiliser markets to help them

make informed buying decisions," he said.

"I've found a lot of autonomy in my role and a style of management that is quick and decisive, but not without due calculation, so that we can be on the front foot in our dealings with customers," he said.

Although new to fertilisers, Paul has hit the ground running, heading into the peak of the winter cropping season.

He's looking forward to learning more about the MicroEssentials® range and NEXEN™ in the coming weeks.

Originally from Loxton in South Australia's Riverland, Paul has lived in Clare for the last 20 years.

To contact Paul, call 0439 470 402.

Ordering flutriafol online

Timely improvements to the Koch online ordering system are allowing Dealers to select a flutriafol rate as part of their online order this winter cropping season.

Roland Tungka, Logistics Coordinator, said feedback from Dealers on the Koch online ordering system was generally positive and most found it easy to use.

He said adding flutriafol to the online order was simple.

“Enter the contract number as usual on the ‘What’ tab of your booking and the number of tonnes of fertiliser against the first line of your contract,” he said.

“Then proceed to the Reservations Details section of the tab.

“Once you have entered your purchase order number, this is where you can select the flutriafol rate you wish to be applied to your bulk fertiliser. There is a drop down menu with options for the different rates of flutriafol.”

Koch Fertilisers will send a confirmation email with a release number once the booking has been approved.



If you have any queries, please contact customer service at customerservicekfaus@kochind.com or call 03 9452 8200.

New Territory Manager for Brisbane



Rowan Brabrook

Rowan Brabrook is the latest to join the Koch Fertiliser Australia team, as Territory Manager based in Brisbane.

He will work with Dealers from coastal Queensland and north eastern New South Wales, focusing on the

horticultural and sugar cane markets in that region.

Rowan brings a wealth of fertiliser and nutrition experience to the role from more than 15 years in sales and product development roles with Incitec Fertilizers and then Incitec Pivot Ltd.

This included new product development and commercialising enhanced efficiency nitrogen fertilisers – so feel free to contact Rowan about strategies for NEXEN™ sales!

Many Dealers will also know Rowan from his time as fertiliser manager with Ruralco Ltd.

Most recently though, Rowan has been working for John Deere Australia in After Market Sales and as a Dealer

Development Specialist, helping Dealers maximise their sales opportunities.

Rowan is a graduate of Queensland Ag College (now University of Queensland).

“I’m excited to return to a sales role in an industry I know so well and to join a company that will empower me to help Dealers secure and grow the fertiliser business with their customers,” said Rowan.

He is looking forward to developing strong partnerships between Koch Fertilisers and its Dealer network.

“I enjoy the day to day thrust of sales and I’m really looking forward to having many productive commercial discussions with customers,” he said.

To contact Rowan, call 0437 142 055.

KOCH™

KOCH FERTILISER AUSTRALIA PTY LTD

DEALERS' DIGEST

The Koch logo is a trademark of Koch Industries, Inc. in the United States and may be registered in certain jurisdictions.
© 2016 Koch Agronomic Services, LLC. ® MicroEssentials is a registered trademark of The Mosaic Company.
™ NEXEN is a trademark of Koch Agronomic Services, LLC.