



## LHD GROUP AUSTRALIA

### COMPANY OVERVIEW

LHD Group Australia is a leading supplier of professional and protective clothing and services. For the past 10 years our focus has been on addressing the operational requirements of Australian fire and emergency services such as the South Australian Metropolitan Fire Service and related services in New Zealand and Hong Kong. Our business strategy is to work collaboratively with customers to ensure that the final product meets specified operational requirements. We have also developed a reputation for our expertise in product life-cycle management, with our services including design consultancy and product development, procurement, logistics, distribution, tailoring, laundry, dry cleaning and repair. LHD Group Australia seeks over the longer-term to duplicate in Australia its parent company's customer diversity approach to build local skills in serving a range of industry sectors spanning military uniforms and combat clothing to police forces and private security organisations, banks, postal services, airlines, corporate fashion and specialist protective clothing and equipment for the resources sector.



## UNIQUE VALUE PROPOSITION

Our Australian market positioning as part of a large global entity provides LHD Group Australia with access to a mature supply chain and constantly evolving new fabrication technologies and innovations. As such, we leverage continual investment in product and design development along with the use of state-of-the-art materials that are seeing garments becoming continually lighter while delivering improved levels of protection, breathability, durability, and comfort. Customers are further supported via a 360-degree 'TotalCare' product life-cycle service concept which caters to product care and inventory management that has been proven over 15 years of worldwide field experience. Our current manufacturing footprint in Australia through local contractors and supply partners provides us with the flexibility to accommodate multiple design change iterations that can be manufactured in small quantities to speed the delivery of product to customers. Once designs are fixed, our access to larger manufacturing operations means we can sustain internationally competitive pricing for our Australian customers.

## OUR ROLE IN HORIZON DEFENCE SYSTEMS

LHD recognises there is strength in numbers, particularly when seeking to address evolving customer requirements where there are many potential solutions to product design and associated performance criteria. As such, Mr Hatzikosmidis says the Horizon Defence Systems model of a unified Alliance approach attracted LHD Group Australia because of the way in which the open sharing of specialist core competencies between members can provide unique value to the overall solution and capability outcomes required by Defence. He says, "It really is about bringing like-minded businesses together. It's not just about LHD offering a Group product that has been developed for other markets, and therefore, may or may not be compatible with Australian Defence Force requirements." LHD Group Australia supports Horizon Defence Systems because we see the opportunity to work together with great Australian SME icons such as Redback and Albion to come up with the best overall integrated solution for Australia's military and supporting services personnel". At the same time, LHD Group brings to Horizon Defence Systems the aggregate benefits of its global operations, including its expertise in warehousing and distribution. Mr Hatzikosmidis says "effectively responding to ADF prime vendor supply contracts requires substantial capability in asset and distribution management. LHD is pleased to leverage its field-proven expertise in this facet to round out the Alliance's prime contractor offering to the Australian Department of Defence."



## OUR VISION IN DEFENCE

LHD Group Australia is a subsidiary of Cologne-based LHD Group Deutschland, which was formed in 2001 following the partial privatisation of the clothing management function of the German Armed Forces. In 2016 the company was acquired by Indonesian investment giant, Kantaras PTE Ltd, whose principal subsidiary - PT Sritex - is the largest textile company within Southeast Asia; with a 40,000-strong workforce that supplies products to 24 global militaries and multiple civil markets. LHD Group also represents the US LION Apparel Brand outside of America, and to extend its portfolio, has since acquired the Swiss Jas AG group and Guido Maria Kretschmer Corporate Fashion GmbH. The parent company supports a substantial R&D program that seeks to drive innovation into product and service design to set new customer benchmarks and standards. "We foresee rapid new developments in the integration of smart technologies into clothing, as well as ongoing improvements in garment design to improve ergonomic and functional performance, as well as protection," says Mr Hatzikosmidis.

