

# York lifts on the back of Indian growth

York Transport Equipment in Victoria has revealed plans for a new customer service and engineering approach in Australia following its 100% acquisition by international automotive giant Tata Group earlier this year.

York Group CEO P.V. Balasubramaniam and Tata managing director and York chairman Sudhir Deoras flew to Melbourne recently to reconfirm Tata's commitment to take the custom-trailer building company to the next level in the Australian market.

Tata bought an initial 51% share of York in 2007 and then took up the remaining 49 per cent this year.

Deoras said during the visit that Tata had faith in York's potential for growth across expanding global markets.

"The 2007 acquisition was based to some degree on the needs of our emerging Indian economy," he said.

"India was in a position where it had to modernise and diversify its transport industry with better performing trailers to cope with increasing industrial demand. We made the decision to drive investment and diversification via acquisition.

"We saw the opportunity to take an

established and trusted brand, which York is, and make it even better using our experience in the automotive industry."

Balasubramaniam also confirmed the company's commitment to the Australian market.

"A Tata company will never compromise on quality or values. And York is most definitely a Tata company," he said.

"York Australia is fully supported by the groups' engineering and R and D teams in Singapore and India. The team is dedicated to custom building equipment for customers, with a continual focus on developing and testing new products."

Deoras said 2011 had been a turnaround year for York, both in terms of market share and also the perception of York as a brand.

"The momentum that York built up in



York Australian head Philip Craker, with York CEO P V Balasubramaniam and York Chairman Sudhir Deoras.

the 1980s and 1990s when it dominated the market had begun to slow but the York of today is not the York of 10 years ago," he said.

"We have managed to combine new Tata practises with the traditional strengths of York to lift the business to the next level."

## Fresh approach to water testing

An easy test for heavy metals in water is now on hand.

Integrated Environmental Services Australia, in conjunction with the US based company ANDalyze has announced the launch of a new water-testing product which it says will revolutionise field testing of water for heavy metals.

The AND1000, currently distributed in Australia by IESA is a hand-held water testing instrument which can test for multiple heavy metal contaminants in two short steps, to provide in one minute ultra-trace testing results for heavy metals such as lead, copper, mercury and uranium.

IESA says the AND1000 is not only easy to use but is also very efficient as it reduces the time and effort required to test field-water, which is especially important for organisations that are responsible for

water-testing of public drinking water suppliers or industrial water operations.

IESA environmental manager Jack Riddell said the instrument would not only reduce time and cost to his clients for performing field-water testing but would also allow for substantially faster reactions to contamination in water supplies.

"AND1000 is revolutionary technology, using recombinant DNA to provide fast, real-time results," he said.

"The ability to provide this data accurately and quickly for heavy metal testing in water means that clients can manage and react quicker, if need be, to mitigate against contaminants.

"This ability alone significantly contributes to time-saving management, plus ultimately provides cost savings for the teams out in the field."

The AND1000 measures metal ion containments through a reaction that occurs when a water sample containing a target metal, such as lead, is introduced to a DNA-based sensor unit, specific for that contaminant.

The fluorescence light produced correlates to the quantity of metal ion present in the sample. The amount of light measured by a hand held fluorimeter indicates the amount of contaminant in the water solution. The results are stored in the instrument and can be downloaded through a USB connection.

Currently, the AND1000 tests for uranium, lead, copper and mercury; cadmium, zinc and nickel will be available shortly.

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