

Muller Industries Australia



MULLER INDUSTRIES NEWS
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GRANT HALL'S BLOG

How Green is your Valley?

About three years ago I attended a seminar in Melbourne where a European PHD conducted a seminar on solar air conditioning. The seminar was interesting, although far too complicated for me; however the most astonishing point was made at the end of the presentation when an older attendee stood up and said that this was “stuff we were working on 30 years ago at CSIRO”. Another attendee confirmed these comments, saying that he was also involved in this work with the CSIRO at the time.

Over the following days I spoke with a few older industry members who confirmed that in their opinion the CSIRO led the world in solar technology.

Unfortunately continual Government cut-backs and a lack of vision have seen the CSIRO become a shadow of its former self. It's therefore understandable that one of the world's largest and most successful PV manufacturers with Australian beginnings now resides in China.

For decades we have observed this so-called 'brain drain' in Australia with great people and great ideas moving off shore to find funding and a suitable commercial environment. Perhaps a great modern day example is Turbocor's move to Canada; with the development of the Turbocor compressor probably the biggest development to take place in this industry for many decades.

We continually hear that Australia is too small; that there isn't enough development funding and as a result many of our great ideas end up being exported to countries that value and nurture emerging technologies.

With the recent debate on whether the Rudd Government should spend \$20 billion or \$42 billion on an economic stimulus package, it does make one wonder why Australia doesn't embrace environmental issues with as much gusto – treating them as a positive rather than a negative and nurturing this 'new economy'.

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Imagine such investment being made in establishing our equivalent of California's Silicon Valley – a Green Valley – and providing incentives to attract the best environmental companies and brains, along with recruiting international companies.

Put simply, wouldn't an investment for our future be better than achieving a short-term blip in the domestic retail sales figures?

An investment in sustainable technologies would go some way to 'future proofing' the country, just not in terms of climate change, but also helping to remove our reliance on coal and making our jobs more sustainable too.

Grant Hall
Managing Director

MULLER LAUNCHES SH09 IN CHICAGO

Muller Industries launched the SH09 series at last month's 2009 AHR Expo in Chicago, with very positive feedback coming from attendees from all over the world, all who share similar concerns as us in Australia regarding water efficiency and conservation.

"The response was terrific, particularly the interest from supermarkets both in the U.S.A. and from around the world," said Grant Hall.

"They too are focused on water, energy, refrigerant charge and cold chain integrity. The SH09 series is a purpose built unit for the retail sector and we are not surprised by the response."

The model combines the latest technology to achieve the performance expected from an environmentally focused heat rejection system, boasting total aluminium construction including the addition of aluminium Micro-Channel Heat Exchangers, a Direct Injection Adiabatic Boost system and Ziehl-Abegg Owllet fans featuring ETAvent technology.

"If someone genuinely considers the environmental issues of water, energy, chemical waste, health, safety and product end of life use, I am not aware of a better option when building green," added Hall.

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Muller Industries will soon be opening an office in the U.S.A. to service this rapidly growing market.

CPRS – ARE YOU PREPARED?

With the release of the federal government's white paper on the Carbon Pollution Reduction Scheme in December last year, many businesses are now facing a future where every tonne of carbon dioxide equivalent (CO₂-e) they emit will be liable for reporting and/or offsetting by way of the scheme.

Many will be prepared - standing ready come the scheme's official introduction on July 1 2010. But just as many will not, and they face risking their competitive edge, and ultimately their future.

Below is an excerpt from an excellent article which featured in the BRW on Thursday 5th February 2009 by Kath Walters. I would encourage you to subscribe to BRW and locate the complete copy.

It is one of the government's biggest economic reforms since the introduction of the GST, but experts are playing down the impact. "It's like the GST," Energetics' principal consultant in carbon solutions, David Mitchell, says. "There will be a once-off jump (in costs) and we will all adjust." Companies and their customers will feel less impact from the new emissions trading scheme than they do from fluctuating petrol prices and from a wage deal, he says.

The task at hand is one of complying with the new rules. The best-prepared will get the best from the scheme.

There are three issues for companies within and outside of the scheme: getting accurate data, devising strategies to manage buying and selling permits, and understanding grants and compensation.

Unfortunately, many companies have fallen at the first hurdle, failing to comply with the first wave of new rules contained in the National Greenhouse and Energy Reporting Act introduced in September 2007. Many companies have not even started collecting emissions data from July last year. On October 31 this year, companies must provide

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their first report of emissions from July 1, 2008, to June 30, 2009. “We are still having people ask us: are we covered?” Mitchell says.

Consulting firm RepuTex advises companies to include emissions from suppliers and users of their goods and services for an accurate picture of emissions “risk”. RepuTex’s analysis of S&P/ASX 200 companies shows that direct emissions from production (scope 1) and electricity (scope 2) account for, on average, only 24 per cent of the total emissions of these companies. The supply of materials and use of goods and services makes up another 76 per cent, on average, of their emissions, analysis released in December shows.

So does it really matter? Financial services companies, for example, might decide it does, RepuTex head of carbon research, Bahador Abedi Tari, says. “Their exposure comes from their investments. If they invest in carbon-intensive assets, they might ask what (the companies they invest in) are doing to address their risks or stop funding them.”

Data pushes change. “Companies must look at the cost curve,” Tari says. “Is it cheaper to buy permits or to reduce both direct emissions and those in the supply chain? They should ask their suppliers to calculate their carbon intensity (the tonnes of emissions per million dollars of revenue) and then rank them, and source suppliers from the lowest emitters.”

Cutting emissions has a secondary benefit when compared with buying permits. Those with emissions below the industry average – soon to be determined by the federal government – will have permits to sell. “Talk to the tax and financial people in the company,” Mitchell advises. “It can be sophisticated modeling.”

The CPRS is a financial instrument. Anyone can buy and sell permits. Green groups might buy permits and refuse to sell them, hoping they can push the price up and bring about change faster. Hedge funds might buy permits years ahead, bank them and wait until their prices rise. Disorganised companies might buy permits in the weeks before they are due to be submitted, when the price will be highest. Others might risk buying the day before, hoping for last-minute bargains.

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3C RECEIVES 2009 AHR EXPO HONORABLE MENTION

Muller Industries' 3C Cooler received an Honorable Mention in the 2009 AHR Expo Innovation Awards, announced as part of the 2009 AHR Expo held in Chicago last month.

The 3C Cooler was recognized under the Green Building category, acknowledging the significant water savings it offers, as well as eliminating the risk of Legionnaires' disease and the need for chemical treatment.

The annual awards program is sponsored by ASHRAE, the Air-Conditioning, Heating, and Refrigeration Institute (AHRI) and International Exposition Company (IEC).

"ASHRAE congratulates the recipients of the Innovation Awards," said ASHRAE president William A. Harrison.

"The awards recognize manufacturers who have taken the newest technology and turned it into useful and efficient products. These are products that feature the most innovative approaches in regard to design, creativity, application and energy efficiency. It is this type of innovation that will move our industry forward into creating the highest performing buildings possible."

Muller Industries and the 3C Cooler received some terrific coverage at the 2009 AHR Expo, including <http://news.medill.northwestern.edu:80/chicago/news.aspx?id=113347>

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NEVER A BETTER TIME FOR EFFICIENCY (by Manfred Jarchow)

What a tumultuous start to the 2009!

We've seen a world in financial crisis, extreme weather in many parts of Australia, including flood and drought, and some of the worst bushfires ever experienced since white settlement.

The growing financial crisis in particular means that plant efficiency and water conservation has never been so important; and as such now is the time to consider replacing your aging and costly plant with the efficient solutions offered by Muller Industries, including 3C, Dricon and the new proven Micro Heat Exchanger Technology resulting in the H09 series.

“While the stock market, and interest rates are down, your return on investment in a Muller solution becomes economically viable and financially sustainable,” said Manfred Jarchow, Product Solutions Manager for Muller Industries.

“We've seen over the summer, particularly in the southern states, that our aging infrastructure is in desperate need of upgrading. We've seen black outs impacting on electricity supply, we've seen water issues resulting from bushfires and we've seen many businesses adversely affected by the southern heatwaves.”

With upgrades to infrastructure likely to take years, and the Carbon Pollution Reduction Scheme just around the corner, you can protect your business from the direct impact of rising electricity prices and water shortages by enjoying the immediate benefits the 3C and Dricon H09 provide, such as reduced power and water usage.

Contact Manfred for further information – manfred@mullerindustries.com.au.

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