

# trading PLACES

## A classic blend for National Storage and Wine Ark

Australia's unflagging passion for wine of all varieties has been the catalyst for the blending of National Storage, one of Australia's largest self storage companies, with the country's largest wine storage provider, Wine Ark, in a deal that will see National Storage significantly expand its existing wine storage business over the next 12 months.

With over 2,000,000 bottles of wine stored in its Sydney cellars and with a diversified traditional and on-line business that includes private wine vaults, managed cellarage, bulk storage, wine sales and an established Cellar Club, the Wine Ark brand has secured an international reputation for its wine services boasting a list of clients from 30 countries around the world.

Mr Peter Greer, Director of Operations for National Storage said the joining of the two businesses was a natural step for National Storage, which currently offers specialist wine storage facilities through eight of its 55 storage centres in Brisbane, Adelaide, Perth and Melbourne.

"Wine storage is a growing business Australia-wide with demand for climate controlled space escalating alongside Australia's love affair with wine of all types and vintages."

"Through our existing facilities around 3,600 square metres of space is allocated to wine storage for both retail and bulk customers.

"With the advent of the Wine Ark brand and reputation, we plan to significantly expand that capacity and brand presence across all states of Australia," Mr Greer said.

He said to date National Storage had successfully concentrated on offering individual climate controlled storage facilities for its customers, however, this service would be extended to include cost-effective bulk and managed storage options, wine collection and delivery services and access to the benefits of Wine Ark's Cellar Club.

"Australia's capacity to produce extraordinary, affordable, world-class wine means that collecting wine has become a popular hobby for many and it is this phenomenon that continues to drive

demand for wine storage facilities. It is a multi million dollar business showing no signs of abating.

"Since Wine Ark was established in 1999, chief executive officer, Dean Taylor and his team have perfected systems and services designed specifically for the casual through to the connoisseur wine collector.

He said with Wine Ark becoming part of the National Storage group, the company would introduce the Wine Ark branding to existing facilities that offered wine storage.

"As new National Storage centres open and as we retrofit existing centres to incorporate wine storage facilities, the Wine Ark brand will be further extended," Mr Greer said.

"We have developed a strong client base over the past eight years through our premium wine club and Sydney-based storage facilities, but the capacity to expand our physical presence through co-branded facilities in Adelaide, Brisbane, Melbourne, Perth and Sydney, will significantly enhance our overall wine-focused offer," Mr Taylor said.

## Chamberlain Group Acquire Digitech International

The Chamberlain Group, Inc. announced today that it has acquired Digitech International, Inc. of Asheville, North Carolina, as part of its ongoing growth plans in the integrated access control industry. The announcement was made by Chamberlain Chief Executive Officer, J. David Rolls. Terms of the acquisition were not disclosed.

For over twenty years, Digitech International has been a leader in developing and marketing access control and security systems for the worldwide self-storage industry. Products include automatic gates and keypads, video surveillance and recording systems, door alarms, site graphics, and onsite communications systems.

"Digitech's security products, talented employees, and customer base complement Chamberlain's business and enhance our ability to deliver compelling integrated access control solutions," said Rolls. "This acquisition strengthens Chamberlain as the leading access control provider to residential and commercial markets."

"Joining forces with Chamberlain positions Digitech and its customers to benefit from enhanced technological, operational, and financial resources, which will position the company for future growth and success," said Digitech International President

and Co-Owner Rick Ford, who will remain with the company in a consulting role. "We look forward to working with the Chamberlain team to ensure a smooth transition." Co-Owner Jon Loftin, vice president of engineering, will also remain with the company in a management role.

The Digitech acquisition follows the October 2007 purchase of PTI Integrated Systems, Inc., a leading access control, security and site management provider to the self-storage industry. "Acquiring both Digitech and PTI Integrated Systems demonstrates our commitment to establishing a stronger presence in vertical markets such as self-storage where access control and security is critical," said Bob Markwart, Chamberlain executive vice president of sales and marketing, who will oversee operations at both companies.

The Self Storage Association of Australasia has been looking after the interests of the self storage industry in Australia and New Zealand since 1990. It is the peak industry body and provides guidance to members in both day-to-day operational procedures and the promotion of their business and the industry as a whole. It is a respected body that has successfully influenced various government decisions that would have impacted on the financial viability of the industry.