

AUSTRALIA — CEFRANK DESIGNS ITS FUTURE



CEFRANKS' modular system reduces transport and handling costs and makes part replacement simple and cost effective.

In 1979 Frank Cetinich, founder of CEFRANK Engineering, could see that there was a large market for externally supplied industrial gas equipment. Today, CEFRANK is a global company headquartered in Sydney, Australia that specializes in its own brand of lightweight, modular gas equipment for the industrial, specialty and medical gas industries.

According to Frank Cetinich, CEFRANK's Managing Director, his was the first company in the world to provide independently designed cylinder bundles, pallets and filling systems. A leader in quality, CEFRANK was also one of the world's first companies to achieve certification for ADR, RID and EN13769, years before these standards were mandatory.

Very much a family business, Frank Cetinich takes an active role in running every aspect of the company, from day-to-day sales to the Company's larger concepts and projects. An ex-trouble shooter in the gas industry, Cetinich says, "I have traveled the world as I have built my company, and I have seen the way different cultures operate within the gas industry. I have tried to make my product universal, so all countries and cultures can blend our equipment with their own operations." Cetinich's son and daughters are also part of the business.

"In my experience I have witnessed many large gas companies using outdated, conservative engineering methods. They haven't recognized the changing needs of the industry and continue making bundles that are overly complicated, use too much material and are just heavy and cumbersome," explains Cetinich. Making the product universally relevant and globally accessible, CEFRANK has synchronized standards, recognizing that certain specifications have been a driving force keeping the company ahead in its field. CEFRANK achieved certification for its bundles to the standard EN13769 in January 2004, with DNV for the 6, 12 and 16 cylinder bundles. Such an achievement is validation for CEFRANK's independent bundle design.

With sites in Australia, Croatia and China, CEFRANK designs, manufactures and distributes pallets, filling systems and the manifolded cylinder bundle, the Company's top selling product. CEFRANK's modular designs combine safety and simplicity of engineering and come with a 10-year guarantee on parts and labor. All designs are based on an easy-to-assemble product that comes flat packed and is assembled at the customer's site or, if they choose, at a CEFRANK site. Well before "carbon footprints" became a marketing tactic, CEFRANK implemented its modular system, which reduces transport and handling costs by 75 percent.

Receiving certification with Lloyd's Register for a Quality Management system under ISO9001 back in 2000 strengthened and streamlined CEFRANK's internal processes. Today, Cetinich keeps an eye on the future to make sure the Company's brand of gas equipment provides solutions that meet industry trends. CEFRANK is currently focusing on the Asian markets of South East Asia, China and India and is building brand recognition in the US, where it welcomes distribution opportunities.