



# Cub eyes another 50 years on road

## Company invests in touring future

CUB Campers has almost legendary status in Australia, starting out nearly 50 years ago with simple box trailers fitted with a canopy.

It won over plenty of converts to the camper/trailer and many a happy holiday would have been enjoyed by owners.

Fast forward to 2011 and Cub Campers is a completely different beast – a specialist off-road camper trailer manufacturer with a reputation for quality and toughness second to none.

And it's proudly Australian-owned and uses Australian-made components and local suppliers for its campers.

What's not to love?

The company recently upped the ante with a multi-million dollar investment in a new state-of-the-art production facility to ensure it remains competitive against imported products.

Cub Campers has gone against recent trends by investing in its local manufacturing to improve

efficiency, quality and competitiveness rather than shipping production off shore – commonly to China.

Amidst numerous recent reports of manufacturers shutting down local production and laying off employees, Cub stands out as a positive example of commitment and confidence in Australian manufacturing.

According to Cub Campers' CEO of 43 years, Roger Fagan, many of the company's competitors have shifted their manufacturing to countries such as China where cheaper production appears an attractive alternative.

But he cautions against this false economy and believes with the apparently cheaper production comes questions of quality, durability and longevity.

"Cub believes that using quality Australian material, with the latest production techniques, using highly-skilled Australian trades people and craftsmen, is

the one way to guarantee Australian customers can buy quality campers that are built to cope with our unique conditions," Fagan said.

"Our success over the past 43 years has been built on testing and engineering our products here in Australia to cope with the corrugations, dust, pot holes and generally rough conditions.

"That expertise and knowledge, combined with the latest technology manufacturing machinery, will allow us to remain competitive with imported campers."

The new Cub Camper's manufacturing facility occupies more than 12,000 square metres at North Rocks in Sydney and features the latest high technology, computer-controlled manufacturing equipment.

Cub has installed the latest next-generation computer controlled brake presses, CNC routers, canvas-cutting tables as well as cutting and stitching equipment to ensure absolute

accuracy, close tolerances and fit for long-lasting quality and maximum manufacturing quality.

"Offshore Chinese production has enabled our competitors to sell inferior camper-trailer products into the Australian market at a much cheaper price for a quick buck, but the reality is we are one of only a few Australian manufacturers making camper trailers that suit our rugged Australian conditions," Fagan said.

"It may sound like a tired cliché, but the reality is you really do get what you pay for in life, and when it comes to other camper trailers some products may look like they can talk the talk when new, but soon enough it's the heat, dust, rust, vibrations, wind storms and torrential rains of the Australian landscape that quickly reveals the flaws."

The full range of Cub Camper trailers is available for view at [www.cubcampers.com.au](http://www.cubcampers.com.au)



The new facility features the latest high technology computer-controlled manufacturing equipment.



Cub Campers has been a part of touring holidays for nearly 50 years.



# Fighting the odds against cheap imports

## NORTH ROCKS

STEVEN DEARE

IF you work in manufacturing or know someone that does, you will know that the industry in Australia is going through a tough time.

Businesses are announcing cutbacks in the struggle with overseas competitors who can produce the same goods at lower prices.

Industry giant BlueScope Steel axed 1000 jobs last month, while closer to home Shell will close its refinery at Clyde.

Yet a North Rocks manufacturer has proven a rare success story.

Cub Campers puts together about 50 camper trailers each month at its facility in Loyalty Rd.

The business, which has 35 staff, officially opened its premises this month after it moved from a smaller site in Pendle Hill earlier this year.

CEO Roger Fagan said Cub Campers needed more room to grow its operations next year.

"We've expanded considerably so we can double our production,"

## HELP REQUIRED

If Australian manufacturing needs government assistance, Roger Fagan believes he knows where.

Like others in the industry, he faces stiff price competition from imported products.

Yet many of his competitors pass off those imported products as Australian-made, according to Mr Fagan.

"The Australian Competition and Consumer Commission needs to be more active," he said.

"(The government) should give them more teeth, so they can knock on doors and find these people.

"It's misleading the Australian public."

he said.

"You might think that is a very brave move at the moment with so many companies shutting down, but we believe in Australian manufacturing."

While Cub Campers faces a price battle with other locals who sell imported products, Mr Fagan



credited its success to using the strength of locally-made materials like Colorbond panels.

“People who import from overseas wouldn’t understand any of this . . . we find Australian manufacturers understand our outback conditions,” he said.

“We also have discerning buyers here. It’s important the campers are reliable, so they can cope with long distances and isolation.”

Cub Campers has been largely immune from the strength of the Australian dollar, which has hurt many export manufacturers, as only about 5 per cent of its business is done overseas.

**Cub Campers CEO Roger Fagan shows guests around his new factory in North Rocks.**

Pictures: PHIL ROGERS

