

## South Pacific Head Office relocates to new facility

Following a period of more than 25 years, Rockwell Automation has made the move... the company's South Pacific head office has recently relocated to a new purpose built facility in Bayswater, Victoria. This move will provide more amenable environments for our local and regional customers and offer up-to-date employee facilities.

The new building includes a modern customer training facility to support industry, a dedicated engineering workshop to conduct proof-of-concept demonstrations to clients, along with a test and repair facility. Another highlight is the leading edge Customer Briefing Room, featuring a 9 metre wide display wall focussing on the theme of 'Plant Wide Optimisation' and 'Machine Builder Performance'.

The new location at Bayswater will provide Rockwell Automation the space it needs to accommodate its growing team. An official opening at the new Bayswater location is being planned for early in 2012.

**New Address:**  
841 Mountain Highway  
Bayswater Vic 3153

**Contact:**  
Tel: 03 9757 1111  
Fax: 03 9729 1418

**Customer Care:**  
Tel: 1800 ROCKWELL  
Tel: 1800 762 593



## Nyrstar Hobart awards \$2.5M+ process order to Rockwell Automation PlantPax process automation system incorporates 7,000+ distributed input/output connections in complex DCS conversion.

Nyrstar Hobart, a leading global multi-metals company, has awarded a \$2.5 million+ order to Rockwell Automation and its Global Solutions team to replace a distributed control system (DCS) at the company's zinc smelting operation in Hobart, Tasmania, Australia with the Rockwell Automation PlantPax™ process automation system.

"This win represents a milestone for us given the size and complexity of the DCS conversion"

"Our current DCS would be cost-prohibitive to upgrade. Hardware was failing and repairs were becoming expensive and requiring longer lead times. The Rockwell Automation solution provides us with better integration between different process areas, improved diagnostics, increasing plant uptime and more accurate plant performance reporting," said Jeremy Kouw, General Manager, Nyrstar Hobart. According to research performed by the ARC Advisory Group, the global

process industry loses approximately \$20 billion annually, or about five percent of annual production, due to unscheduled downtime from aging DCS systems

Rockwell Automation won the order by developing a three-year phased integration with a back-up option that uses custom input/output cabling to ensure process continuity, coupled with technical support for the existing installation. NHP Electrical, a Rockwell Automation authorised distributor, provided long-term committed support to the project, which also weighed in the favor of Rockwell Automation.

"This win represents a milestone for us given the size and complexity of the DCS conversion," said Terry Gebert, Vice President and General Manager, Rockwell Automation Global Solutions. "We won the order over two major process automation companies, based on the excellent support we provide for the existing operation and a clear vision of control

conversion to a long-term sustainable operation. The order includes project management, application engineering, system cutover engineering, hardware and software. Our experience, domain expertise and global resources will help Nyrstar Hobart in this critical conversion from a legacy DCS system."

Nyrstar Hobart's Australian facility is one of the world's largest zinc smelters with a capacity of 280,000 tonnes. It produces zinc and zinc alloys that are exported primarily to Asia. The existing DCS operates process control for roast-leach purification electrolysis, acid plant and water treatment.

### About Nyrstar:

Nyrstar is an integrated mining and metals business, with market leading positions in zinc and lead, and growing positions in other base and precious metals; essential resources that are fuelling the rapid urbanisation and industrialisation of our changing world.



## Rockwell Automation on the Move to showcase 'hands on' industry solutions

Rockwell Automation on the Move returns in 2012 to Melbourne, Sydney, Brisbane and Perth. Visitors will have the opportunity to see and hear about best industry practices, new technologies, products and services and talk to industry experts in the areas of automation, process control and safety solutions. Showcasing a combination of 'hands on' lab sessions and presentations from industry specialists, the event will also feature a comprehensive Safety Forum—'an event within an event,' highlighting

leading industry automation safety and process control applications. Process control, software, intelligent motor control, power, components, services and support solutions will be exhibited. Attendees will have the opportunity to converse with noted industry leaders from Rockwell Automation and its partner network. See, hear and touch the latest developments in plant-wide optimisation and safety solutions. The event will be home to a seven metre automation wall, displaying the

integration of the latest technology solutions in plant-wide optimisation. The tour of this FREE two-day event commences at the Melbourne Park Function Centre on 6-7 March, 2012. Rockwell Automation on the Move will then progress to Sydney (2-3 May), Brisbane (22-23 May) and Perth (6-7 June). Full details of the Safety Forum, 'hands on' lab sessions, presentations and interactive pavilions will be revealed in the coming months.

## RSTechED 2011 inspires innovation through education

The recently held RSTechED 2011 presented by Rockwell Automation in Sydney, builds on the company's commitment to bring together OEMs, System Integrators and industry partners in a forum for education, inspiration and discussion. The three day event demonstrated the latest trends and advancements from Rockwell Automation in the industrial control environment. By combining hands-on practical training and seminar presentations, the company aimed to 'inspire, educate and innovate'. "The program is designed to give attendees an in-depth knowledge of our software applications and an understanding of how the various modules can work together to create an integrated software system," said Dean Tresidder, Solution Architect – Software, Rockwell Automation. "Our labs offered an opportunity to explore the possibilities available and how these solutions may be applied to a range of industries." The event was opened by Bob Ruff, Vice President Asia Pacific, Rockwell Automation, followed by a keynote

speech presented by Mukund, Product Manager, Software, Asia Pacific, discussing the benefits of manufacturing intelligence to create a competitive advantage for industry in the marketplace. Lion Nathan New Zealand, a key customer for Rockwell Automation, gave a presentation that was particularly well received. The demonstration highlighted the possibilities and effectiveness of asset management and third-party integration within an integrated architecture environment. With over 40 labs and presentations, RSTechED 2011 is part of a global event presented by Rockwell Automation. "Many of our labs focussed on PlantPax and FactoryTalk suite of products, with varying levels of complexity. This enabled the attendees to interact with the software at an introductory level and progress to more intricate enterprise level environments," said Tresidder. RSTechED 2011 offers the opportunity to share knowledge and bring together a diverse range of peers in an interactive atmosphere. The range

of products and technology solutions presented by Rockwell Automation at RSTechED 2011 demonstrates to companies how to achieve the very best that they can be.

### RSTechED returns to Auckland in 2012 Inspire. Educate. Innovate.

Plan early - Rockwell Automation RSTechED is scheduled for 21-23 February, 2012, in Auckland, New Zealand. Only RSTechED provides advanced education and application business workshops focused on optimisation, competitive differentiation and compliance. Don't miss the opportunity to create your competitive advantage. Subject matter experts will show cutting edge, emerging technologies. Participants will also learn from their peers as they share experiences. RSTechED is designed for users and managers at all levels within an organisation. The Auckland event will take place at the Waipuna Hotel and Conference Centre. Don't miss out on your seat at this premier event, registrations open in December. For more information or to register visit [www.rockwellautomation.co.nz](http://www.rockwellautomation.co.nz)