

Sampford IXL Merger Creates New Home Appliance Force

On 1 February 2007, whitegoods specialist Sampford & Staff and heating specialist IXL Appliances responded to their increasingly challenging common market by merging to become Sampford IXL.

Long established and highly respected, both family-owned firms have strong brands, customer loyalty and a family culture and are recognised leaders in the premium home appliance industry. Their union will yield stronger buying power, improved sales channel growth and a greater range (and use) of top brands. The new company will also eliminate duplicated business costs while setting product innovation benchmarks.

Sampford IXL's board is Robert Backwell (Chair), Charles Sampford (Deputy Chair), Paul Bridgeford (MD), Matt Backwell, Henry Bosche and Ian Vaughan. The senior management team (comprising Sampford & Staff and IXL Appliances executives) is Malcolm Owens (GM Marketing & Product Development), Geoff Muston (GM Operations), Martin Carter (Group GM Sales) and Richard Drury (CFO).

While the merger paves the way for a bigger, more streamlined organisation and a stronger retail market presence, Sampford IXL remains wholly Australian. Shared business practices include marketing, sales, ordering, logistics, distribution and customer support.

Established in 1858, Backwell IXL is based in Geelong VIC, with appliance, metal stamping and metal casting operations. Only IXL Appliances is part of the merger; it manufactures and distributes heating, cooling and other home appliances for retail customers in Australia and New Zealand. Its Tastic® bathroom heat, vent and light product range has led the market for over 25 years and is now exported to the UK and Ireland. IXL Appliances has a national head office and manufacturing centre at Geelong VIC, with outsourced distribution at Tullamarine VIC, Perth WA, Launceston TAS and Auckland NZ.

For over 50 years, Sampford & Staff has brought some of the world's leading appliances to Australia and is the current national distributor for Neff, Gaggenau, La Germania, Jenn Air, Hansgrohe and other top international brands. Headquartered in Fitzroy VIC and with a national distribution centre in Fairfield VIC plus showrooms in Fitzroy, Osborne Park WA, New Farm QLD and East Sydney NSW, Sampford & Staff also produce the Cannon gas log heater range.