



**John Morris**  
GROUP

**70**  
YEARS

**Company Profile**  
**2022**



100% Australian Owned and Operated - Since 1952



# Table of Contents



Welcome to John Morris Group	Page 2
Our Services	Page 3
Company History	Page 4
Philosophy	Page 4
Objectives	Page 4
Organisation Chart	Page 5
Sales Strategy	Page 6
Key Accounts	Page 6
Nationwide Service & Support	Page 7
Marketing Activity	Page 8
Agencies	Page 10
Corporate	Page 11
Office Locations	Page 11

## Welcome to John Morris Group



Since our founding in 1952, the John Morris Group has steadily expanded, guided by a policy which excluded all products except those of the highest quality. Our commitment to quality extends to our recruitment process & team, our state-of-art nationwide facilities and the service we provide to our customers.

Today we are recognised as one of Australia's and New Zealand's leading distributors of a range of specialised equipment sourced from the world's leading manufacturers.

### Karl Wyzenbeek

Director & Business Development (Operations)

### Norbert Wyzenbeek

Non-Executive Director & Chairman

### Sharon Wyzenbeek

Non-Executive Director

### Andre Wyzenbeek

Director & Business Development (Sales)

# Our Services

For 70 years John Morris Group has been the industry leader in the supply, installation & servicing of precision instruments throughout the South Pacific.

## Offering An Extensive Product Range Across Diverse Industry Sectors



- Factory Trained Product Specialists**  
 In-depth expertise in designing the right solution for our customers
- Quality Systems**  
 Ensuring a straightforward & efficient quoting & ordering process
- Customer Support Team**  
 Immediate assistance over the phone, by email or live chat via our website
- Service Division**  
 Installations, user training, preventative maintenance and repair
- National Office Network**  
 Local sales personnel on hand to help understand our customers' needs & tailor solutions
- Quality Products**  
 From known & respected brands
- Australian & New Zealand Compliance**  
 Every instrument is electrically tested prior to delivery
- Genuine Local Product Warranty**  
 Backed by a nationwide technical service network
- More Than 250,000 Products**  
 Available for purchase online
- Product Updates & News**  
 Weekly product updates and newsletters



Management Systems  
 Certified ISO 9001



# Company History

Since the 19th Century the Wyzenbeek family has operated a successful scientific and medical supply company. The company was originally established in Holland, however during the period 1940 to 1944 the company remained closed. A decision was taken in 1948 for the family to emigrate to Australia. The Dutch business was sold and in November 1950 the family arrived in Sydney with the purpose of re-establishing the company.

In 1952, John Morris Scientific Pty Ltd was founded as a partnership between John Wyzenbeek and Morris Garlick. In 1954 the company was purchased by the Wyzenbeek family.

Norbert Wyzenbeek, (John's son) joined the organisation in 1971 and holds the role as Chairman to this day. Norbert's sons Andre (joined 1994) and Karl (joined 2005) are company directors and actively involved in the day-to-day operations of the company.

For 70 years & three generations the company has remained privately owned and prospered.

## Company Timeline



## Objectives

- Continue our history of providing exceptional customer service and quality
- Project an image of authority, expertise and trust
- Sustain and grow our position as the largest privately owned scientific instrument and laboratory supply distributor in the Pacific Region
- Maintain the best personnel, premises and servicing facilities in Australia and New Zealand
- Provide extensive ongoing training to our personnel and customers on products including the skills needed to perform work effectively
- Develop new and existing products to improve our market position
- Keep up with advances in technologies and worldwide methods

## Philosophy

Our philosophy is to grow within the restraints of our resources and to this end, we have been eminently successful in providing a stable growth platform for our partners and staff.

This strategy has resulted in secure and profitable growth for 70 years.



# Organisation Chart



## Office Locations



# Sales Strategy



- **Territory Managers (TM's):** Field based sales experts. Meeting with existing and potential customers, providing account management and ensuring a close relationship. Focused on sales over \$10,000.
- **Product Managers (PM's):** Expert and qualified personnel focused specifically on ensuring our team and customers receive training, knowledge and product support.
- **Internal Sales (IS):** Internal support team focused on providing a rapid response to customer enquiries, quote requests, escalation and follow ups. Primary focus is sub \$10,000.
- **Service Engineers:** Preventative maintenance agreements, breakdown service, installation & commissioning. **Skills:** Factory Trained & Industry Qualified
- **Marketing:** Regular e-campaigns, digital brochures, flyers, mail-outs, web development, LinkedIn, Instagram, YouTube, Webinars.

## Key Accounts

Academic	Petrochemical	Government Research	Pharma & Health	Food, Feed & Dairy	Industry & Environment
Uni of Sydney	Caltex	CSIRO	CSL	Fonterra	BHP
Uni of Melb.	BP	ANSTO	Cochlear	Lion Nathan	Rio Tinto
Aust. Nat. Uni	Puma Energy	Dept of Defence	Bioproperties	Asahi	Boeing
Uni of QLD	Intertek	NMI	Resmed	Nestle	Komatsu
Deakin Uni	SGS	Dept of Transport	NSW Health	Lactalis (Parmalat)	Downer EDI
RMIT	Viva	Dept of Industry	Aust. Red Cross	Bega	Fultan Hogan
Flinders Uni	Woodside	Dept of Environment	QLD Health	Arnotts	Water Corp.
Curtin Uni	AMSPEC	Dept of Primary Industries	Pfizer	GrainCorp	Westrac
Uni WA	Mobil	AG Research	Alphapharm	Inghams	QENOS
UTS	IPL	ESR	Melbourne Health	DTS	ALS
Walter Eliza Hall	NZOS	GNS Science	Bradley	Peters Ice Cream	SGS
Macquarie Uni	Fuchs	NIWA	SA Health	Sanitarium	Hastings Deering
Uni of Newcastle	Santos	Plant & Food Research	WA Health	Mars Pet Foods	Coogee Chemicals
UNSW	Northern Oil Refinery	Land Care	Sonic Healthcare	Colgate	Lyondell Bassell





# Nationwide Service & Support

Our nationwide service & repair facilities deliver fast technical support, ensuring our customers' equipment is always running at optimum performance. Our factory trained engineers install customers' equipment, provide training and offer technical advice.

## Preventative Maintenance & Calibration

Our Preventative Maintenance Agreement includes:

- Exchange wear & tear components & maintenance kits where stated
- Lubricate, perform minor repairs & cleaning tasks where specified
- Conduct mechanical & electrical safety testing
- Install recommended manufacturer software
- Calibration & validation
- Ensure equipment operates to factory specification
- Instruct user training & provide technical support to staff where applicable
- Provide a detailed preventative maintenance report of all work undertaken
- Customers receive 20% off breakdown repairs, and 15% off any spares required for maintenance

State-of-the-Art Calibration Facilities:

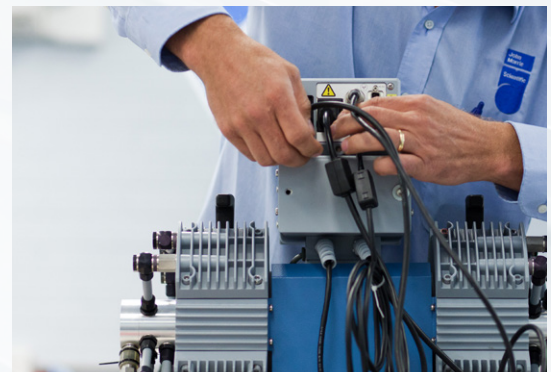
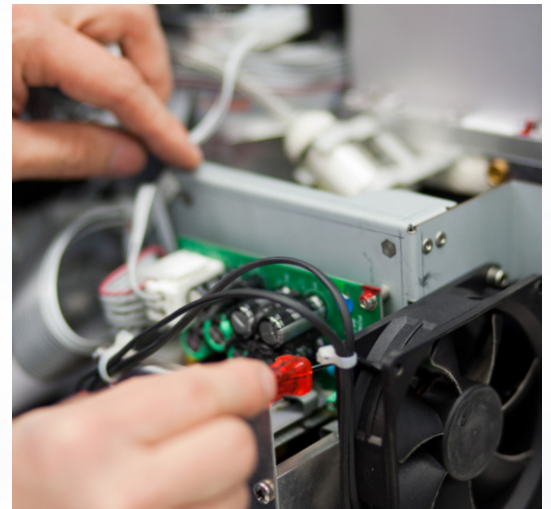
- NATA certified reference gases
- Viscometers, refractometers, vacuum pumps, centrifuges, balances

## Pipette Service & Calibration

- Calibration for all brands of pipettes. (Gilson, Eppendorf, Sartorius, Thermo, Finn)
- Calibration available for single channel, multi-channel (8 & 12) & fixed volume pipettes
- The only certified Gilson Centre of Excellence for calibration in our region.
- Rapid turnaround times
- NATA & ISO Certified calibration facilities.
- Nationwide on-site (at our your premise) calibration services available. Our team can come to you!
- Pipettes can also be mailed to our facility or you request your local John Morris account manager to collect your pipettes from your facility.
- Guaranteed with a minimum 3-month warranty
- Verification services available.
- Bulk discounts available.

## Installation, Training & Customisation

For large projects requiring purpose-built installation or modifications to existing infrastructure, our team works with customers to co-ordinate external contractors to meet strict deadlines & specifications in delivering customised instrumentation & solutions.



# Marketing Activity

All of our marketing and media is produced in-house including YouTube videos and social media content, reaching thousands of followers across LinkedIn, Twitter, Facebook, and Instagram.

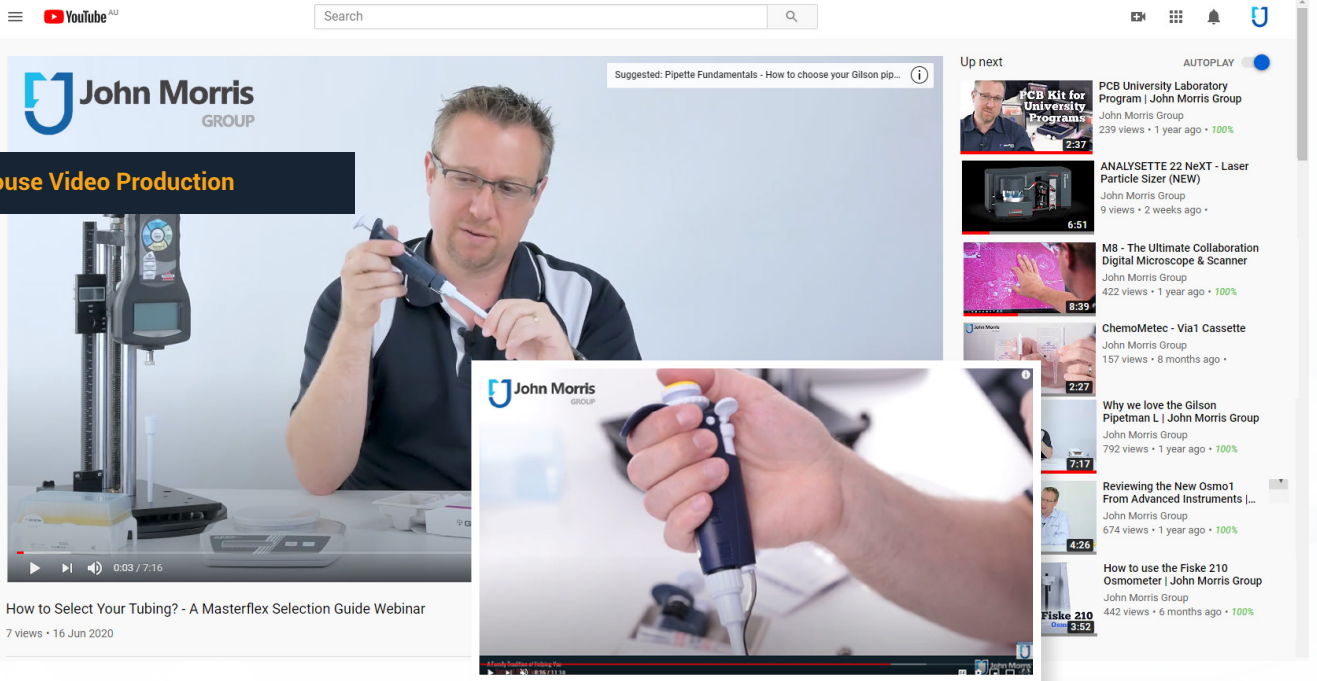
Our nationwide sales team is equipped with routinely updated specialised brochures, division catalogues & flyers, and supported by an active customer database of over 30,000 contacts segmented by interest, industry and purchase history. Relevant, informative and attractive e-campaigns are sent weekly to our customers, who can also meet our team at morning tea events, local trade shows and industry events which John Morris Group sponsors year round.



Print Catalogues

Print & Email Marketing





## In-house Video Production





## Social Media








## Web / Blog

# Agencies

## Laboratory, Consumables & Healthcare











## Food, Feed & Beverage

					
---	---	---	---	---	--










## Environmental Monitoring

## Petrochemical Analysis

## Materials & Testing



# Corporate Head Office

**Registered Business Name:** John Morris Scientific Pty Ltd  
**Trading As:** John Morris Group  
**Australian Business Number:** 81 001 768 396  
**Head Office Address:** 61-63 Victoria Avenue, Chatswood,  
 New South Wales, 2067, Australia

**Telephone:** 1300 501 555 - International +61 2 9496 4200  
**Email:** info@johnmorrisgroup.com  
**Web:** www.johnmorrisgroup.com

**Type of Organisation:** Private (Australian Proprietary Company)  
**Established:** 1954  
**Directors:** Norbert Wyzenbeek (Chairman), Sharon Wyzenbeek,  
 Andre Wyzenbeek, Karl Wyzenbeek  
**General Manager:** Jeff Tyson - jtyson@johnmorrisgroup.com

**Bankers:** Commonwealth Bank of Australia  
**Branch Code (BSB):** 062-000  
**Account Number:** 1432-2402  
**SWIFT Code:** CTBAAU2S

**Auditors:** Mazars Pty Ltd - www.mazars.com.au  
**Address:** PO Box 1994, North Sydney, NSW, 2059 Australia  
**Mazars DUNS Number:** 759419133

**John Morris DUNS Number:** 752264341

**ERP System:** Infor Cloudsuite Industrial V10.

**Quality Assurance:** SAI Global - ISO9001: 2015  
 NATA ISO/IEC 17025 (accreditation Number 4283)



## Branches



**Sydney**

61-63  
 Victoria Avenue,  
 Chatswood,  
 NSW 2067



**Brisbane**

7/53 Metroplex  
 Avenue, Murrarie,  
 Queensland, 4172



**Melbourne**

Ground Floor,  
 93 Whitehorse Road,  
 Deepdene Victoria,  
 3103



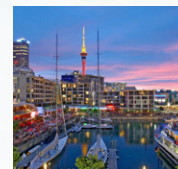
**Adelaide**

South Australia, 5034



**Perth**

5/4 Brodie-Hall Drive,  
 Bentley, Western  
 Australia, 6102



**Auckland**

18 St. Benedicts  
 Street, Eden Terrace,  
 Auckland, New  
 Zealand, 1010



**Colombo**

Level 12, Tower 1,  
 Orion City, Colombo  
 09, Sri Lanka





**Sydney**

61-63  
Victoria Avenue,  
Chatswood,  
NSW 2067



**Brisbane**

7/53 Metroplex  
Avenue, Murrarie,  
Queensland, 4172



**Melbourne**

Ground Floor,  
93 Whitehorse Road,  
Deepdene Victoria,  
3103



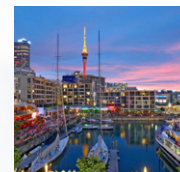
**Adelaide**

South Australia, 5034



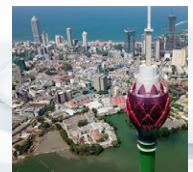
**Perth**

5/4 Brodie-Hall Drive,  
Bentley, Western  
Australia, 6102



**Auckland**

18 St. Benedicts  
Street, Eden Terrace,  
Auckland, New  
Zealand, 1010



**Colombo**

Level 12, Tower 1,  
Orion City, Colombo  
09, Sri Lanka