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MITEK NEWS DECEMBER 2024



Posi-Strut Campaign, Celebrating Milestones, Software Tips and What's Coming Next!

Dear MiTek Community,

As we approach the end of 2024, I want to sincerely thank you for your support and partnership throughout the year. It's been a busy and rewarding time and I'm grateful for the trust you place in MiTek.

A special thank you to everyone who participated in the 2024 MiTek Customer Survey. Your feedback is invaluable, helping us better understand your needs and continually improve how we serve and support your business. We are committed to using your insights to further enhance our performance in 2025.

This year has been our busiest yet, especially with the expansion of our Automation capabilities. The strong foundation laid in 2024 sets us up for an exciting year ahead, with continued investments in equipment automation and new developments to be announced early next year.

In this special Christmas edition of the MiTek newsletter, you'll find:

- An overview of the MiTek Customer Satisfaction Survey
- Deployment of our Posi-Strut Adoption Campaign
- How Westlake Timber is innovating with MiTek Sapphire and Floor Cassettes
- The benefits of TrussLok for wind uplift resistance
- Software tips and tools to enhance your work
- Celebrations of fabricator milestones and introductions to new team members

And more...

Looking ahead to 2025, our focus remains on improving how we support our partners and introducing innovations that will make a real difference to your business and our industry.

Wishing you, your families and your teams a safe, happy and prosperous Christmas and New Year.

I look forward to seeing you in 2025.

Kind regards,



David Oliver
Managing Director, Asia Pacific

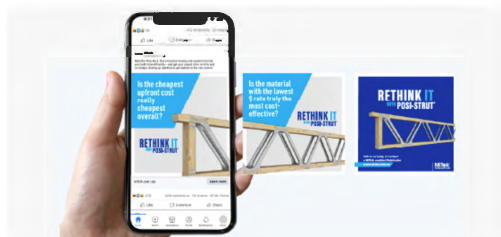
IN THIS EDITION

MiTek Customer Satisfaction Survey



Last month, we conducted our MiTek Customer Satisfaction Survey, aiming to ensure we continue to improve and meet your expectations. The survey, conducted by Klein Research, took place via phone interviews over three weeks starting 11th November. Participants, randomly selected from our customer base. Your feedback is invaluable, and all responses were kept confidential, with insights helping us refine our service and approach. We sincerely appreciate everyone who took part in shaping the future of MiTek.

Posi-Strut Adoption Campaign: Redefining Construction for Long-Term Value



We are excited to announce the launch of our Posi-Strut Adoption Campaign, which commenced in November, running through to March 2025! This campaign is designed to raise awareness and drive demand for MiTek's Posi-Strut solution, focusing on more than just cost. We are highlighting Posi-Strut's unique benefits in long-term value, safety and performance, showing why it's the smarter choice for builders, architects and decision-makers across APAC.

Shifting Industry Perspectives

Our goal is to shift the industry conversation from focusing on lowest-cost solutions to prioritising quality and long-term value. Posi-Strut is more than a structural element - It's an investment in efficiency, safety and quality.

Targeted Campaign Strategies

Our digital campaign strategies ensure that the Posi-Strut message reaches the right people. Using targeted ads and re-targeting techniques, we are engaging with audiences who are actively seeking construction solutions.

Helping You Connect with Customers

This campaign also supports your customer interactions. Builders, architects and prospects engaging with our ads will already be familiar with Posi-Strut's benefits, making your conversations smoother and more productive.

To explore more resources on Posi-Strut and see how it could elevate your projects, visit: [Posi-Strut Information](#).

Westlake Timber Innovates with MiTek Sapphire and Floor Cassettes

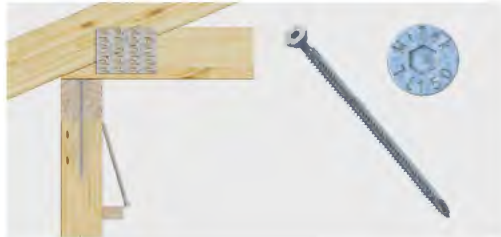


Christchurch-based Westlake Timber, a boutique fabricator and long-time MiTek partner, recently embraced a new way of working when a builder needed a smarter construction solution. Using MiTek Sapphire-supported floor cassettes, they delivered a tailored, efficient result—and found a fresh way to add value for their customers.

By combining the precision of MiTek Sapphire with pre-fabricated floor cassettes, Westlake has created safer, faster and more streamlined construction options. This success has inspired them to recommend floor cassettes to more builders, helping projects run more smoothly while growing their business.

[Click here](#) to see how Westlake Timber is enhancing builds and strengthening customer relationships.

Secure Your Builds with TrussLok: Your Solution for Wind Uplift Resistance



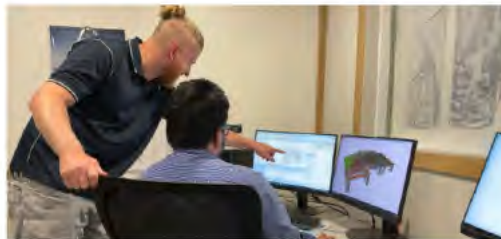
In regions with high winds, reliable truss connections are vital for building safety and stability. TrussLok screws provide a high-performance fastening option that makes installation easier whilst enhancing structural integrity. With exceptional wind uplift resistance and a design that minimises installation risks, TrussLok helps builders achieve safe, durable connections for lasting structures.

Discover the TrussLok Advantage:

- Unmatched wind uplift resistance
- Reduced risk with safe, inside-the-building installation
- Convenient design and built-in compliance with Australian Standards

[Read the full article](#) to learn why TrussLok is the right choice for your next project.

Maximise Your MiTek Sapphire Experience: Tips & Tricks Video



In each edition of the newsletter, our experts will share valuable tips and tricks to help you get the most out of your MiTek Sapphire Suite. Whether you're aiming to streamline your workflow, enhance system functionality, or explore new features, this video offers key insights to unlock the system's full potential.

In this edition we'll walk through some useful ways to select objects & entities for editing in MiTek Structure to help boost your productivity in the software. All simple, yet very effective methods that can help you be precise & efficient when editing your model.

[Watch the video here](#)

Marking Milestones: Celebrating Our Fabricator Partnerships



Our partnerships with fabricators are the foundation of our business, empowering us to innovate, grow and make a lasting impact in the construction industry!

We are proud to celebrate significant anniversaries with 29 of our valued partners across the APAC region, with milestones ranging from 5 to 50 years. These anniversaries reflect years of teamwork and shared progress and we are especially grateful for the trust that has built these lasting relationships. A special mention goes to Bendigo Truss Plant in Victoria for reaching an incredible 50 years, along with Australian Timber & Trusses in Queensland and Calco Timbers in Victoria, both celebrating 45 years with us. From 5 years to half a century, each milestone means a lot to us and we are thankful to every partner for their commitment and support.

Here's to many more years working and growing together!

Celebrating 50 Years of Partnership: MiTek and Bendigo Truss Plant



As referenced above, we celebrate 50 incredible years of collaboration with Bendigo Truss Plant. Since licensing with MiTek in March 1974, they've been a pioneer in truss fabrication, shaping their business and the construction landscape across their community and beyond.

Formerly Holland Building Systems, Bendigo Truss Plant has grown alongside MiTek, adapting through three major software innovations—DataTruss, MiTek 20/20 and now Sapphire—and reflecting MiTek's own journey from Gang-Nail Systems to a global leader.

As Bendigo's first truss plant, their commitment to quality and innovation set a benchmark. Their 1993 relocation to Epsom marked a new chapter, allowing them to meet growing demand whilst maintaining their reputation for precision-crafted Roof Trusses, Wall Frames, Posi-Struts and Exposed Trusses.

This partnership is a testament to resilience, dedication and shared vision. We are honoured to celebrate this milestone and thank the Bendigo Truss Plant team for their trust and leadership. Here's to the next 50 years of innovation and success!

Insights, Innovation and Connections: MiTek at BCMC 2024



In October, MiTek AUS/NZ hosted customers at the 2024 Building Component Manufacturers Conference (BCMC) in Milwaukee, Wisconsin. Known for showcasing the latest in building components, the event featured live machinery demos, educational sessions and networking opportunities, giving attendees invaluable insights and industry connections.

Drew Parker from Redland Bay Roof Truss summed it up well: *"Meeting more of the MiTek family and experiencing the company's culture firsthand was incredible. The open discussions, especially with Mark Thom, reflected MiTek's commitment to customer service and improvement. Seeing the U.S. market in action—factories, equipment and operations was eye-opening. But the real highlight? The friendships built with the MiTek team and other attendees. We learned a lot and had a great time along the way."*

From visiting MiTek machinery plants to witnessing firsthand the innovations in component manufacturing, BCMC 2024 offered our APAC guests a unique blend of learning, camaraderie and fun. We are grateful to everyone who joined us and to the entire MiTek team for making this event a memorable one.

FTMA and MiTek: Shaping the Future of Timber Construction in Australia





The Australian frame and truss industry is evolving, with opportunities to innovate and address challenges. Kersten Gentle, CEO of the Frame and Truss Manufacturers Association (FTMA), sees modern methods of construction (MMC) as pivotal: *"Modern methods of construction can be both a downfall and a great opportunity. The key is embracing timber's role as a sustainable solution in the built environment."*

Timber's environmental benefits are critical as the construction sector seeks to reduce its 37% share of global emissions. *"Timber is both our social license and a business advantage,"* says Gentle.

MiTek's Role in Supporting FTMA

As a Principal Partner since 2017, MiTek has collaborated with FTMA to strengthen industry standards and support fabricators. This partnership has driven initiatives like an all-manufacturing board to enhance governance and focus.

"We help fabricators focus on manufacturing frames and trusses. From advocacy and standards to policies and guidance, we have our members' backs, strengthening their businesses and positioning the industry as a destination for future talent," Gentle explains.

Driving Innovation and Sustainability

FTMA drives progress with initiatives like Future Framing and reports such as the **Modern Methods of Construction Report**, highlighting timber's role in sustainable construction and advocating for updated standards like AS 1684.

"Projects like Future Framing, supported by MiTek and other partners, are shaping a more sustainable and competitive future," says Gentle.

A Shared Vision for Timber Construction

MiTek and FTMA are united in making timber central to Australian construction, working together to address challenges, seize opportunities and drive innovation and sustainability in the frame and truss sector.

Protect Against Email Spoofing



Your trust and security are priorities at MiTek. Recently, we've seen cases of email spoofing—a widespread email security issue affecting many businesses, not just MiTek. Scammers use fake emails pretending to be from trusted companies, aiming to steal information, redirect payments or cause reputational harm.

What is Email Spoofing?

Spoofing uses fake "From" addresses to appear legitimate. These emails may try to:

- Steal confidential details.
- Trick you into making payments to fraudulent accounts.
- Deliver harmful links or attachments.

How MiTek is Protecting You:

1. **Raising Awareness:** MiTek will never ask for sensitive details like passwords or payment changes via email. Always verify suspicious requests directly with us.
2. **Encouraging Email Security:** Implement protections like SPF, DKIM and DMARC with your IT team to strengthen email security.

What You Can Do:

- Stay cautious with unexpected emails, especially those requesting sensitive information.
- Verify anything unusual by contacting MiTek directly.
- Ensure your email systems are updated and secure.

Whilst email spoofing is not specific to MiTek, we are committed to safeguarding your information and helping you navigate this global issue. For concerns or questions, reach out to your MiTek representative today.

Unlock the Full Potential of MiTek Support

MiTek Learning Centre

Our MiTek Learning Channel (MLC) offers online training courses that align with ABCB protocols in the NCC for Australia and compliant training for New Zealand. Stay up to date with industry standards and maximize your software benefits.

[Visit the Learning Centre here.](#)

Customer Experience Site

Our Customer Experience Site streamlines your interactions with MiTek's Support Teams. Make sure you're registered to easily log queries and track case history.

[Access the portal here.](#)

NEW 1800 Numbers

We've introduced direct 1800 numbers for quicker and simpler access to our team:

- **MiTek NZ** - 0800 4 64835 (0800 4 MITEK)
- **MiTek AU** - 1800 0 64835 (1800 0 MITEK)

MEET THE MITEK TEAM

Scott Bradley | Director of Marketing

We are pleased to welcome Scott Bradley to the Marketing



Team. With over 20 years of experience in the timber, hardware and building materials industries, Scott is focused on supporting the growth of off-site construction and looks forward to connecting with MiTek customers in the new year.



Ranville Marmeto | Design Engineer

Introducing Ranville Marmeto, a skilled design engineer with 16 years of experience in multi-story and residential construction. With a Bachelor's in Civil Engineering, Ranville's timber engineering journey began in 2015 and after an earlier stint with MiTek New Zealand, he's back to share his expertise.



Ranville supports customers by solving design challenges, optimising structures and managing on-site rectifications, ensuring designs are safe, efficient and compliant.

Outside work, Ranville enjoys coaching his son's basketball team, reading and playing piano and guitar. A true "one-man band" passing his musical passion to his kids!

For design support, Ranville and our team are here to help!

Important Updates - Site Closures

Our offices and warehouses will close for the Christmas break from **Friday 20 December** until **January 6th, 2025**. We'll do our best to minimise any disruptions during this time.

Stay Connected with MiTek

Follow us on social media to stay updated on the latest from MiTek.

Have ideas for content or want to be part of a case study? We'd love to hear from you!

Email us at marketing.apac@mitk.com.

Thank you for being part of the MiTek community. Together, we're shaping the future of the building industry through better building methods.



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