

Alchemy



summer 2001 update

Change and Achievement

Welcome to the inaugural quarterly Axolotl Newsletter, Alchemy. The newsletter marks several key turning points in the Axolotl story. From humble beginnings in a garage in Redfern, Axolotl now has licensees throughout Australia and the world - all in a mere six years - Korea is the most recent edition to the Axolotl family.

It also sees us entering a new growth and expansion phase. The demand for high quality metal finishes, supported by superior after sales service, has been the engine of expansion that has seen us outgrow our premises twice in six years.

To keep up with demand and to be able to adequately display a comprehensive range of finished product, we have relocated the showroom and office to our Matraville Factory - 12 minutes down the expressway from our old Redfern showroom.

The new showroom and factory form part of an award winning complex designed by Ed Lippmann of Lippmann and Associates. The ultra modern factory and office complex is fitted out with state of the art machinery and more than doubles our display area.

This, the first edition of the Axolotl Newsletter, is specifically designed to provide an overview of the company and recent developments: a general update and 'health report'. Following editions will keep you abreast of new developments as well as provide advisory services and general tips for designers, architects and other building industry professionals.



Axolotl's new factory complex at Matraville



The Axolotl office and showroom

Axolotl Wins Jury Prize

Axolotl Metal Finishes was voted material of excellence and selected for inclusion into the material archive by New York's prestigious *Material ConneXion Resource Library*.

Effective from August 2001 the *Material ConneXion Library* will house Axolotl samples and literature. Architects and Designers from all over the United States, and the world, will be able to source up-to-date Axolotl finishes, specifications and promotional material.

The *Material ConneXion Library* is the largest global resource of new materials. It houses over 1,200 new and innovative materials in a range of categories featuring truly cutting edge materials and applications.

Inclusion in the library is not automatic: all submissions are carefully juried before being added to the collection so that only the best materials are included.



New Finishes

Axolotl has just released three new and exciting metal finishes, Zinc, Nickel and Pewter, to complement its existing range. These finishes have been produced to reflect developing trends in the marketplace and changing customer preferences.

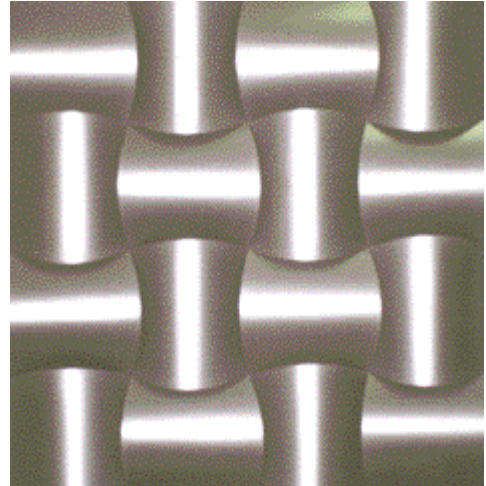
All three finishes exude a soft and restrained luxury, and are both classic and modern at the same time. As with all Axolotl finishes each can be produced in a variety of textures: smooth, light, heavy, standard, burnished or highly polished.

If you would like us to send out samples to you please contact the office.

Axolotl's range of metals now include;

- Bronze**
- Copper**
- Brass**
- Aluminium**
- Stainless Steel**
- Pewter**
- Nickel**
- Zinc**
- Graphite**

in addition to a large selection of alloys



Axolotl Nickel bonded to the Wovin Wall supplied by Box & Dice

Korea Comes on Board

Axolotl have rung in the new millennium with the sale of a Master License to Kuendo Industries of Korea. Kuendo Industries is one of the largest architectural signage and interior design companies in Korea. It has close trading contacts with the PRC, Japan and Taiwan.

The sale will see Axolotl established as the premier metal finishing system in North Asia.

Headquartered in Seoul, Kuendo will roll out the Axolotl process to sub-licensees in key regional cities, establishing operating facilities in Tanjung and Pyong Gyang.

Close ties developed between Axolotl and Kuendo Industries, after the chairman, Mr. Young Eum joined his technicians during the 2 week intensive training at our Matraville factory.

Korea is the latest country to join the Axolotl family which now includes Kuwait, New Zealand, Israel, Hong Kong, Singapore and the United States.

Armani Features Axolotl in Latest Look

In one of the most exciting developments of the year Armani has commissioned Axolotl for an initial order of 5 national and international shop fit-outs. The fit-outs will be installed in Sydney, Hong Kong and Singapore.

Armani chose Axolotl's new Nickel Bond to feature on counters and displays.

"This exceptional finish is clean and stylish and is a beautiful complement to existing and, we believe, future design and colour directions that Armani will take"

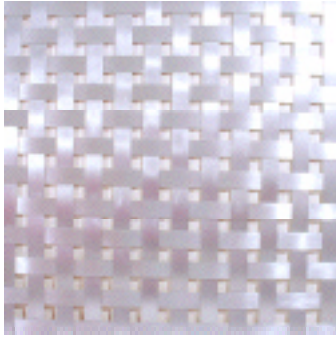
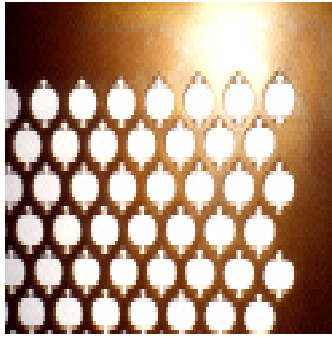
The first Axolotl fit-out is due to roll off the factory floor by October to be installed in Hong Kong in time for the Christmas shopping season.

Axolotl now have five types of rust for all your rusting needs.

Other aging techniques include blackening, verdi gris and pearl patinas

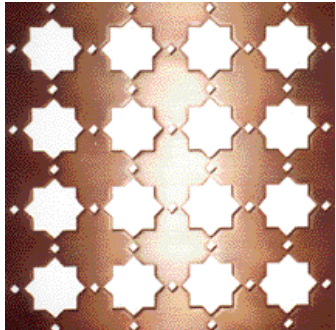
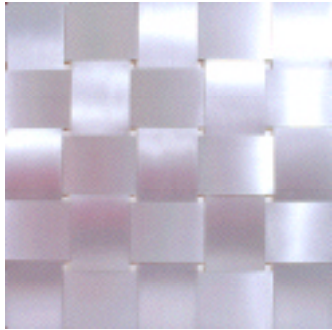


The new Axolotl factory in Seoul, Korea



Screens and Feature Walls Added to Product Range

Designers, add a touch of exoticism to your next shop, restaurant or bar fit out with one of Axolotl's beautifully crafted metal screens and feature walls. Choose from a range of standard screens, 1.2 meters by 1.2 meters finished in any of our metal range. Alternatively, screens and feature walls can be produced customised to your own specifications. The current range includes:



- india
- morroco
- new york moderne
- matrix (small and large weave)
- belgian

Each screen is manufactured from customwood, where the pattern is laser cut, then real metal is bonded to the screen. This process allows for easy and inexpensive production of even the most complicated or intricately patterned screen. The final product is a lightweight modulated screen or feature wall that is simple to install and easy to maintain.

House of the Year

Axolotl recently completed work on a house that was nominated for House of the Year. The award-winning architecturally designed house is located in Paddington, a fashionable inner city Sydney suburb. It is distinguished by its modernist adaptation of a traditional Victorian terrace, and subtle yet creative use of natural elements and materials.

Axolotl Metal Finishes are used judiciously throughout the house as a foil to the water, stone and timber features.

The scope of the work applied by Axolotl included the main entry door, kitchen cupboards, and splash back. The finish chosen was the new Axolotl Smooth Pewter.

Axolotl was selected as the finish of choice by the architect because in addition to its natural beauty and longevity, the finish is easy to clean and maintain - a definite advantage in a kitchen that caters to the hurly burly demands of the client's teenage children.



Pewter entry door

Textures that can be achieved with our metal finishes include smooth, pitted, light, medium and heavy.

Axolotl surfaces can be sandblasted, burnished, lished etc. for a variety of patterns and effects.

Axolotl Points The Way at Texas' Fort Worth Zoo

Axolotl recently completed all the signage for the renovated Fort Worth Zoo in Texas, USA. Much of the signage was manufactured by one of Axolotl's agents in the US, American Tactile, and then shipped to Australia to be bonded with Axolotl metals.

The project was truly a successful exercise in long distance logistics with the designer located in San Diego, the signage manufactured in New York and Australia, and the coating applied in Australia for installation in Texas.

The opening of the Zoo was marked by the unveiling of a commemorative plaque, manufactured by Axolotl, by the Governor of Texas, and broadcast live on CNN.



Interactive and 3D Website Launched

Axlotl have completely revamped their website. The revamping follows the success of the interactive CD Rom in 1999. The site, created by the award winning team at Osmosis, draws on the interactive and dynamic features of the CD Rom to enhance and broaden the experience of the user.

The site is really two sites in one - a broadband 3D version for those users with plenty of bandwidth, and a low bandwidth 2D version for those suffering slower connection and download speeds. Users can simply toggle between the two versions at any time during their visit.

The site also serves two primary functions. First, it showcases a broad and up to date range of completed projects, and second, it operates as a design tool, enabling would be users of our product to interact with our range of finishes.

www.axotl.com.au



Stairs leading to one of the site's many interactive rooms



Aluminium bonded to slumped glass

New Season Glass: Colour-Backed, Metal-Bonded

Axlotl have found a way to turn ordinary slumped glass into the extraordinary through a combination of colour-backing and metal-bonding.

Until this innovation the coating of glass in metal was compromised by technical hitches that often resulted in delamination or hazing.

Axlotl's new glass metal bonding process has overcome all previous problems to produce a result that is both permanent and truly unique.

The development has created a demand for frameless glass doors (pictured) where the slumped pattern can be viewed in color from one side, and in metal on the other.

Applications for the process however are as wide and varied as one's imagination and include kitchen splash backs, doors, screens, wall panels/features, water features, counter tops and fronts.

Axlotl Signs Hong Kong and Singapore Agents

Axlotl is pleased to announce the appointment of two new agents in Hong Kong and Singapore. The appointments underscore the importance of the region in Axlotl's growth.

With licensees either already established in Korea, and in negotiation in Japan, the recent Hong Kong and Singapore appointments will ensure that both north and south east Asia are adequately covered by Axlotl. For projects in Hong Kong and Singapore contact Axlotl Head Office for their details.

IMPORTANT REMINDER

All Victorian projects are now coordinated and carried out by the Sydney Office.

If you have any questions regarding upcoming or existing work in Victoria please contact Axlotl head office in Sydney.

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