

# The Money or the Box?

This has been the voice mail message for Peter Boxall, Sales Engineer from Queensland for a couple years. But the message will have to change shortly as Peter is retiring at the end of the month. During his 37 years in the air conditioning industry Peter has held a number of senior positions for reputable brands in the industry culminating with the last 2 years at Temperzone. Wayne Cormack, fellow Queensland Sales Engineer describes Peter as the 'ultimate gentleman'. Wayne was kind enough to interview Peter for Temperzone News.



Peter first ventured into the air movement industry in April 1974 when a chance arose to join Email's MPD (motor products division) as State Sales Manager. Email was a great Australian company in the day with a vast number of different divisions. When he transferred to Email's ACD (air conditioning division) the rest, as they say, was history – Peter found his niche, prospered and became State Sales Manager. Peter stayed at Email for 25 years before a 4 year stint at Carrier, 6 years at IACS and, saving the best for last, 2 years at Temperzone.

Peter recalled that the first air conditioner he ever sold was a "Kelvinator box window rattler that we put into the Errol Stewarts Acacia Ridge Store (Kelvinator was owned by Email Ltd back then). Things have certainly changed since then."

"Temperzone's strategic alliance with Hitachi is definitely one of the key changes I have seen during my time in the industry. It enhances and compliments the Temperzone range, which is presented to contractors and the industry alike. Another aspect worth mentioning is how Temperzone engineering is continually improving its products for energy efficient solutions for the Australian market, it is really crucial."

As soon as he started, Peter said he realized that Temperzone cared about its employees and he could feel that in the culture within the company. "It puts the company in good stead for the future and I consider them to be industry leaders that are in it for the long haul. There is a mutual respect within the industry for Temperzone products and the brand attracts a positive draw."

When Wayne asked what the biggest asset Peter has learned or acquired over his 35+ years in the

industry, Peter answered easily "Friendships. Developing friendships within the air conditioning fraternity. While the fraternity is small and people move from company to company, you are able to build relationships over long periods of time. I would like to say thank you to the contractors and consultants who have helped me over the years, who have supported me and the companies I worked with. Over the years I have really come to realize that it's not what you know, it's who you know, but the what is still very important."

In terms of the future of the industry, Peter said that "Temperzone will always be there as a major Australian/NZ manufacturer for many years to come, with continual and reliable products being available. I see Temperzone as market leaders with very competitive pricing in all areas."

And in terms of his own future? Peter first plans to spend a couple months with his wife Sandra in Dubai, enjoying Christmas with family. And after that relaxing and enjoying life while exploring his handyman exploits with his family and large clientele of neighbors!!

Queensland Branch Manager, Shane McBride said, "It's amazing, Peter Boxall had the confidence in me some 15 years ago and gave me my first ever job in air conditioning sales as a trainee sales engineer and taught me a lot of what I know now, years later we at Temperzone have had the confidence in Peter Boxall to finish his outstanding career and valuable contribution to the Queensland HVAC Industry with Temperzone.

Thank you does not seem to be enough to say ... what else can you say. Thanks Pete, we all wish you the best for the future.