



SERVICES

# Media Release

11 February 2022

## ALTRAD SCORES TRY WITH WESTERN FORCE

**Perth, Western Australia** – Altrad is pleased to announce that it has signed a four-year, agreement to become the Principal Partner of the Western Force, commencing from the start of the new-look 2022 Super Rugby Pacific and women's Super W rugby union campaigns.

The Force are the pride of rugby union in Western Australia and have spawned a range of star Wallabies including Nathan Sharpe and homegrown products Kyle Godwin and Dane Haylett-Petty.

As Principal Partner, Altrad's logo will be displayed on all of the Force's home-and-away strips and training apparel.

The Force will also incorporate Indigenous designs into its playing strips for 2022, demonstrating values that are aligned to Altrad's Reconciliation Action Plan.

Altrad is a global provider of industrial and asset integrity services, offering a range of cost-driven integrated solutions principally for the Mining & Minerals, Oil & Gas, Power, Water, Green Energy and Defence sectors. The Company has operated in Australia for more than 40 years and employs approximately 2,000 highly skilled men and women across the country.

Combining the expertise of construction and maintenance group Valmec (acquired late 2021), Altrad is now positioned with a new and unique best-in-class service for the Australian Market, to build, protect and extend the life of our client's assets.

Altrad also manufactures, hires, and sells construction equipment globally and recently integrated RMD Kwikform, with offices in Australia and New Zealand.

Altrad identified the Force as an ideal partner to advance its push to champion rugby's ability to connect communities, cultures, and fans and to empower people to make more of their world.

Altrad's global strategy is to support rugby at all levels from grassroots up to international level, make the game more accessible to First Nation junior players and support female and diverse participation.

As an advocate of increasing employment opportunities for people of diverse backgrounds, Altrad believes it can enhance this message and reach through our new association with the Western Force.

### **Commenting on the Western Force partnership, Altrad Founder, Mohed Altrad said:**

*"The Western Force is a team with a well-defined growth strategy and a strong alignment with our values and culture. We are excited about supporting this dynamic and ambitious organisation and assisting the Force teams achieve their sporting goals.*

*"As an employer of more than 2,000 highly skilled people across Australia, Altrad understand only too well the value of teamwork and integrity and the desire to achieve.*



SERVICES

# Media Release

*"We can't wait for the Super rugby season to start – and the opportunity to cheer on the Western Force at its first home game on March 4."*

**Commenting on the Force partnership, Altrad Asia-Pacific CEO Neil Sadler said:**

*"I am excited about this new partnership with a like-minded and well-led organisation that shares our value and commitments to encouraging diversity of participation at all levels – whether in the workforce or out on the field."*

*"I look forward to the many opportunities we will have to work together with the Western Force to learn and be inspired but also to share what makes Altrad such a great organisation."*

*"Everyone at Altrad wishes the Force teams the best of luck this year. We can't wait for the opening games."*

**Welcoming Altrad as Principal Partner, Western Force CEO Tony Lewis said:**

*"Securing a long-term Principal Partner of this stature with a world-renowned reputation for their exemplary humility and integrity is fantastic."*

*"The Western Australian economy is fuelled by the resources and utilities sector. The partnership with Altrad not only represents their commitment to rugby but demonstrates the importance of WA to the world economy."*

*"Altrad, like us, are passionate about rugby and the values that are entrenched in the fabric of the game. I can't wait to see what this relationship can produce in the years to come."*

**ENDS**

**Media contact:**

Peter Klinger

Cannings Purple

Ph: +61 (0)411 251 540

E: [pklinger@canningspurple.com.au](mailto:pklinger@canningspurple.com.au)

**About ALTRAD**

ALTRAD is a world leader in the provision of industrial services, generating high-added value solutions principally for the Oil & Gas, Energy, Power Generation, Process, Environment and Construction sectors. The Group is also a recognised leader in the manufacturing of equipment dedicated to the Construction and Building market.

ALTRAD'S multidisciplinary services range from engineering and technical services to maintenance, access solutions and specialised services for industry leaders.

Headquartered in France, the Group employs around 42,000 people and is still led by its Founder and President Mohed Altrad.



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## About ALTRAD in Rugby

ALTRAD is also the Global Major Partner of New Zealand Rugby (NZR), Major Partner of the French National Teams (FFR) as well as owner of Montpellier Hérault Rugby Club. ALTRAD is championing rugby's ability to connect communities, cultures, and fans with the aim to "Build a future, together".

The growth of the ALTRAD business is founded on strong values upheld by each and every member of the group – Respect, Solidarity, Courage, Humility and Conviviality. These values are also brought to life through the rugby partnerships.