
April 26 2017

The Director
Operations 3
GPO Box 1632
Melbourne Vic 3001
Email: operations3@adcommission.gov.au

Re: Anti-Dumping Notice No.2017/38

I refer to the above review and wish to make the following submission.

Signcraft has imported extrusions of various profiles, weights and finishes for several years.

The company made the decision to source extrusions from China for the following reasons;

- The high cost of extrusions sourced locally.
- The delays in having dies locally prepared and tested to production readiness.
- The highly competitive nature of signage manufacturing including risk from imported signage for international brands and general signage.
- The ability of our supplier to meet the demand of short lead times.

I have attached a spread sheet the company's imports from October 2014 to November 2016. This information has been taken from the Australian Customs Home Consumption Entry Document received with each shipment.


I am particularly concerned about the substantial increase in the VOTI value that is demonstrated from September 2015 imports through to the present day. There is no transparency in the calculation of the VOTI.

I cannot believe local producers costs have increased for mill finish extrusions from circa \$4.770 per Kg in the period October 2014 to July 2015 to circa \$6.50 per kg. This is an increase of 36% in just over 12 months.

To justify the increase of that level I can only assume that there is a high level of protectionism for both the local extruder and the producer that is already heavily subsidised.

In my opinion the antidumping and countervailing duties are excessive and should be substantially reduced or abolished.

Yours faithfully



Dennis O'Hara
Consultant
Signcraft Pty Ltd