

A Fresh Canvas for Woollahra Art Removals

With economic forecasts optimistic and consumer spending on the rise it's a good time for wise investment - which is exactly how Woollahra Art Removals views the immediate future. Recently changing hands the well established art removals specialist is not holding back as it expands its reach, increases its service frequency and embraces new technologies to improve customer satisfaction. For clients and staff alike there will be many new aspects to embrace in 2009 as the full change over is implemented.

However in every good transition successful companies do not discard the core of the business as they move forward - they keep the best elements and revise the rest. Paul Cartwright is a good example of keeping the best - after 17 years with Woollahra Paul has gathered an encyclopedic knowledge of the art market in Australia, while maintaining an exceptionally high standard of client service.

He understands that collectors and owners are more than financially involved with their pieces, there's also an emotional attachment. When the artwork is moved, when it is out of the owner's hands, emotions can run high. An artwork is at its most vulnerable when it is being relocated, whether across a gallery or across the country. What an owner looks for in their carrier is someone who will understand the very fickle nature of their cargo. Temperature and humidity variations, duplication of handling, even rushing a move can all harm these irreplaceable artifacts. It's here that Paul comes into his own, appreciating the concern of every person who places their artwork in his hands - whether a curator of a national gallery, a first time collector or an emerging artist.

"They trust us. Every shipment we handle has an intrinsic value beyond money, every shipment involves someone handing over their baby. In order to do that we have to build a relationship of trust. It's probably the most important thing we do."

There are an estimated 41 million art objects in Australia. Although the term objects does them no justice. Australia's art collections tell us who we are as a country; they reflect our culture and our history and as time goes by many are becoming more fragile. For people such as Paul, the transport of these pieces is a very serious proposition.

For those familiar with Paul's impeccable approach to the art transport field, they will be happy to know he is now the National Manager, responsible for every aspect of the growing company. Although once the voice of Woollahra Art Removals, Paul is now the face as well. "It is tremendously exciting for me. We are going through changes that will take the company up to the next level."

His most immediate implementations have been the doubling of service between Sydney and Melbourne, with plans on the books to triple it in the near future. At the same time Woollahra now has the ability to reach as far North as Darwin, including additional services to Brisbane. This opens up exciting new markets to Woollahra, which Paul will actively chase. "This is something I have looked forward to for some time, expanding and growing the business in new markets." Not afraid to take an even bigger bite into the market Woollahra will also reach across to Perth and include Tasmania in their regular routes.



National Manager,
Paul Cartwright.

Where other companies have failed in rapid expansion by not having the resources in place to maintain let alone exceed market expectations, Woollahra believes it will succeed. Paul has foreseen what it needs and is expanding at a deliberate rate to coincide both equipment availability and new regions. In this way all clients will continue to have their artwork transported in single purpose, air-ride trucks with suspension designed to greatly reduce vibration.

"We would never mix our cargo. We only ever move art, that's our business" says Paul.

Behind the expansion is an injection of new technology that will not only assist the staff but will help the clients as well. Woollahra realises that customers now operate on a 24/7 clock and want instant access to all aspects of their business, on their own computer screens. With that in mind the new look business is implementing a bar code system with an online booking and tracking service, enabling customers to keep a close eye on the progress of their valuable cargo.

"At the same time we recognise the confidentiality of the art market. When an artist is moving galleries, or when a collection needs to be moved with very little fanfare, we understand how to handle those sort of events discreetly" adds Paul. "It comes back to trust, which is something else we never break!"



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