

*Please note Recognition Day  
will now be held on  
Wednesday, 9th November, 1955*

H. J. HEINZ CO. PTY. LTD.



Your personal souvenir of the  
Dandenong Plant Opening, November 7th 1955

*Henry J.*



H. J. HEINZ COMPANY PTY. LIMITED



OFFICIAL OPENING OF DANDENONG (VIC) PLANT



NOVEMBER 7TH 1955



## *Thursday 10th November*

Recognition Day, when Mr. Heinz will present awards to long service employees. This presentation will take place at Dandenong plant at 2.15 p.m. The Dandenong operation will be closed down at 12 noon. The City Office will also close at 12 noon, and buses will leave for Dandenong from Phoenix Chambers promptly at 12.45 p.m.

All employees are to be seated in the Canteen at 2 p.m. sharp.

Following the Recognition Ceremony, a tour of the plant will be organised by groups so that everyone will be able to view the factory. Upon conclusion of each group's tour, afternoon tea will be available, after which transport will leave for employees returning to Melbourne.



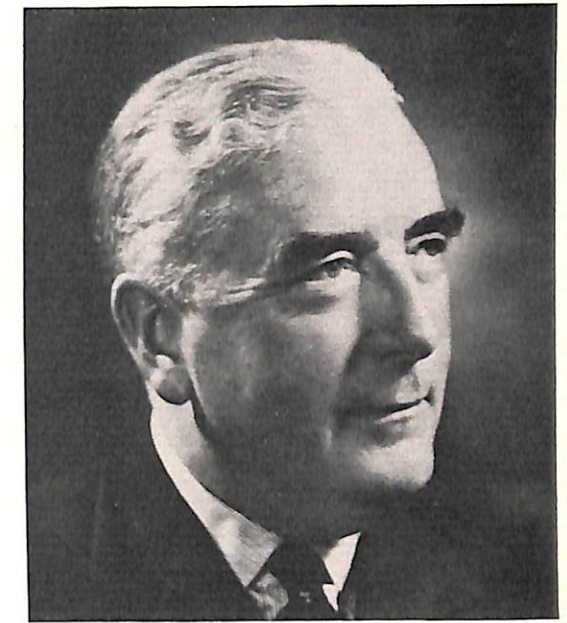
## *on Saturday 12th November*

We will hold "Open House" from 1.30 p.m. to 4.30 p.m. All Victorian employees, families and relatives are invited to visit our Dandenong plant. Mr. and Mrs. H. J. Heinz will be present. Entertainment will be arranged for children in a supervised play area. Parties will be conducted through the plant on arrival, and afternoon tea will be served.



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*If travelling by car, please drive in to parking area on road between the Company's plant and International Harvesters. Free bus transport will be provided to and from Dandenong Station from 1.30 p.m. Look for the buses with the Heinz signs.*



*The opening of this great modern factory has my warm goodwill and good wishes, for two reasons. The first is that we see here a development which will stimulate both primary and secondary industry, and will, therefore, add to the economic strength of Australia. Sometimes a secondary industry may, for a time at least, add to the costs of primary industry, but here we have a secondary industry which will add to the assured market of many men on the land, and will, in turn, give to Australians products which are Australian from the soil to the shop counter. My second reason is purely personal. It must be something like twenty years ago that, when travelling by train from Melbourne to Sydney or Canberra, I fell into conversation across the dining room table with a bright and attractive and intelligent young American whose name, it turned out, was Jack Heinz. He extracted from me some dinner table advice on industrial laws and conditions in Australia. I plead guilty to having told him that, under all the circumstances which he described to me, Victoria was the place to go. He took my advice. He probably thought, even twenty years ago, that I was a wise old fellow. It therefore gives me very special pleasure to realise how much this great enterprise has grown, and how closely associated it has become with Australian industry and Australian life. It has my warmest good wishes for its future progress and prosperity.*

*Robert Menzies*

Prime Minister of the Commonwealth of Australia.



Today marks the end of an era which began twenty years ago, when, during my first trip to Australia, the decision was made to establish processing operations in Victoria. That decision was based on our conviction that Australian housewives were interested in buying processed foods of consistently high quality, that Victorian farmers could supply us with the quantity and quality of raw material we required, and that we could employ competent, dependable people. The existence of this new factory confirms the wisdom of those early decisions. We are proud of the progress that we have made in Australia but we are even more enthusiastic about the opportunities that exist for continued expansion. We consider the Dandenong factory as a very practical symbol of solid accomplishment in the past and evidence of our confidence in the future. We believe that Australia will continue to grow . . . we intend to grow with it.

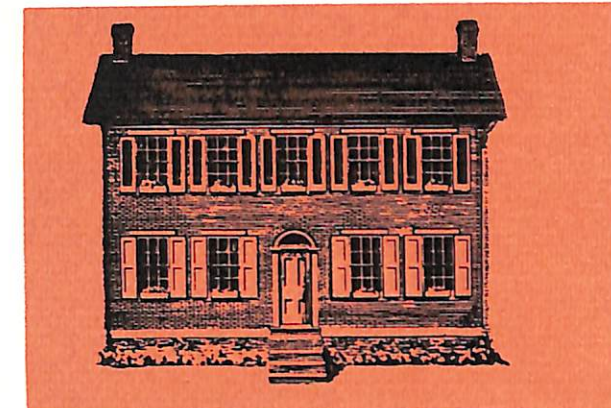
## HISTORY OF THE H. J. HEINZ COMPANY 1869-1955

The name of Heinz and the famed "57 Varieties" have become such a familiar combination that it would be difficult to find an adult today either unaware of them or failing to realise the high quality they symbolise. In fact, the Company name and the "57" are familiar in more than 200 countries and territories where Heinz products are sold.

This world-wide business was founded in 1869 near Pittsburgh, Pennsylvania, when young H. J. Heinz, our founder, began packing his first product, horseradish, which he grew and sold in his own neighbourhood. Within a short time, however, the quality of his merchandise became so well known that he began to prepare and sell other items which were to become the "57 Varieties."

With the addition of new products it became necessary to expand manufacturing facilities. Business soon outgrew the original Pittsburgh plant and the first branch factory was opened in 1894. Others followed, until today there are 12 Heinz factories located from the Atlantic Coast to the Pacific Coast of America.

The first Heinz products were sold in England by the Company's founder in 1886. From this small beginning, there has been such a steady growth that Heinz has become a household word throughout Great Britain where the Company operates two factories and numerous sales branches. Another new plant is now in course of construction in Lancashire.



The small house where H. J. Heinz began business in 1869

H. J. Heinz Company World Headquarters, Pittsburgh, U.S.A.



In Canada, Heinz is strongly represented, where the Company operates one of the largest tomato products factories in the world. This plant, which also processes a full range of the "57 Varieties," is located at Leamington, Ontario.

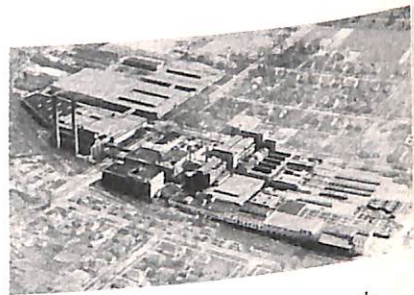
#### HEINZ IN AUSTRALIA

Heinz products were first available in Australia through agents about 60 years ago. At that time Australians first tasted the famous "57 Varieties" and found them very much to their liking. A big demand was soon created, necessitating the setting up of a plant here. Heinz Richmond (Vic.) plant began operations in 1935 — just 20 years ago. Increased acceptance of Heinz products, together with the effect of increased population and increasing per capita consumption of the Company's products made evident the need for even greater production capacity. To fulfil this need, this new Dandenong factory was planned, and today sees its official opening.

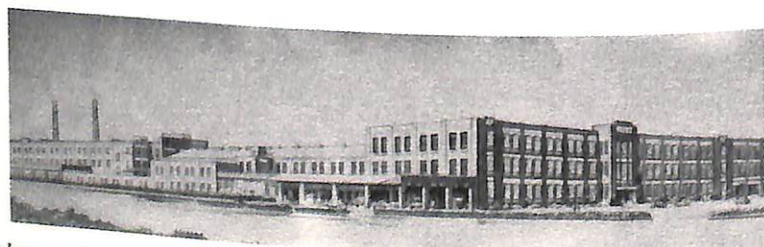
The President of the Company, H. J. Heinz II, is no stranger to Australia. He visited this country in 1934, just before the opening of the Richmond plant, and his present visit is his third since World War II.

He is the grandson of the Company's founder, and the third President. He took office as President of our world-wide organisation in 1941. The war and post-war years created new and complex problems, but under his leadership, the business has continued its steady march forward.

The Heinz family of employees has expanded from small beginnings to an international family numbering many thousands, whose enthusiasm and spirit have built an organisation which follows the precept of our founder: "To do a common thing uncommonly well brings success."



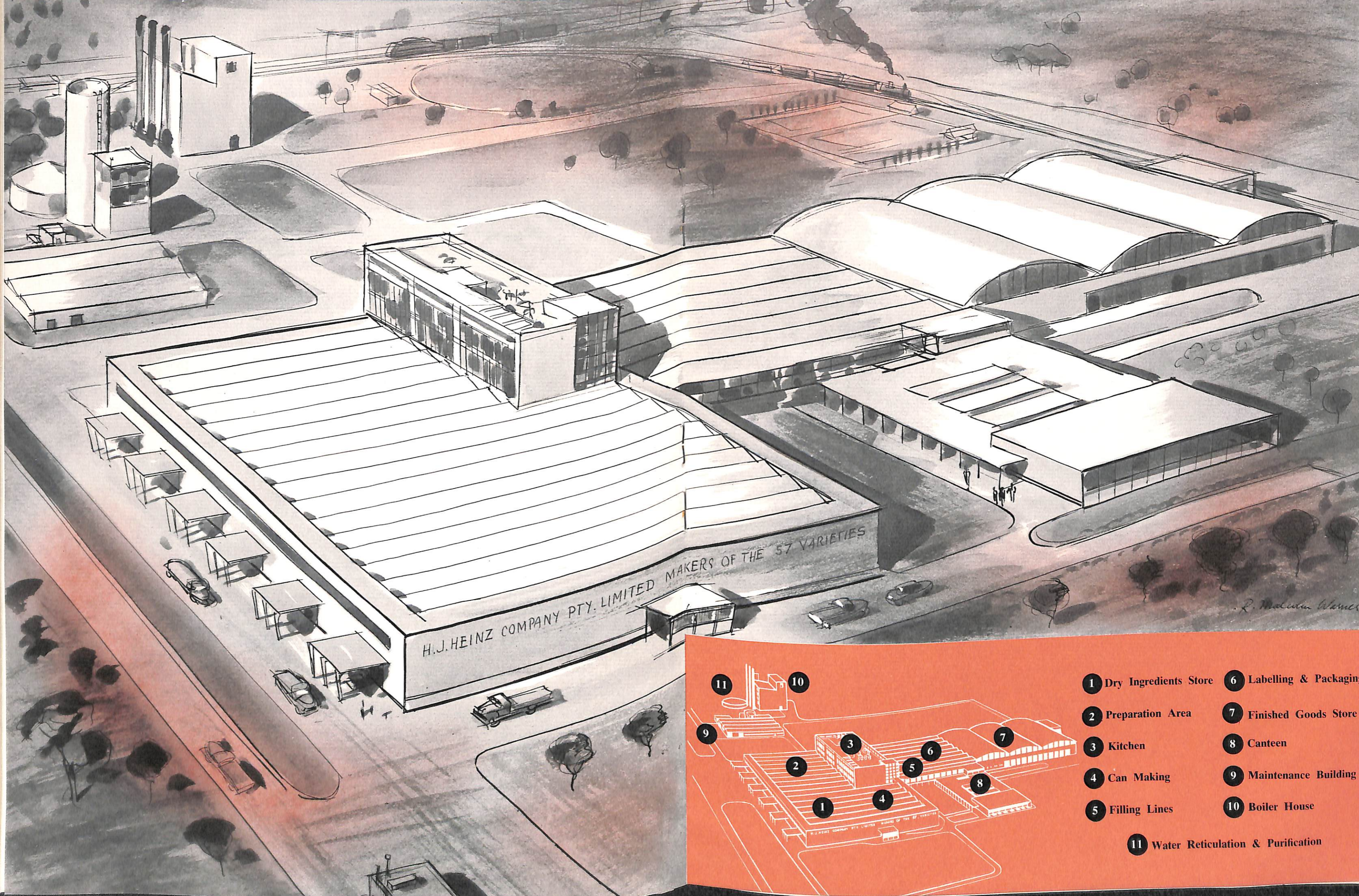
Heinz plant at Leamington, Canada, one of the world's largest tomato products factories.



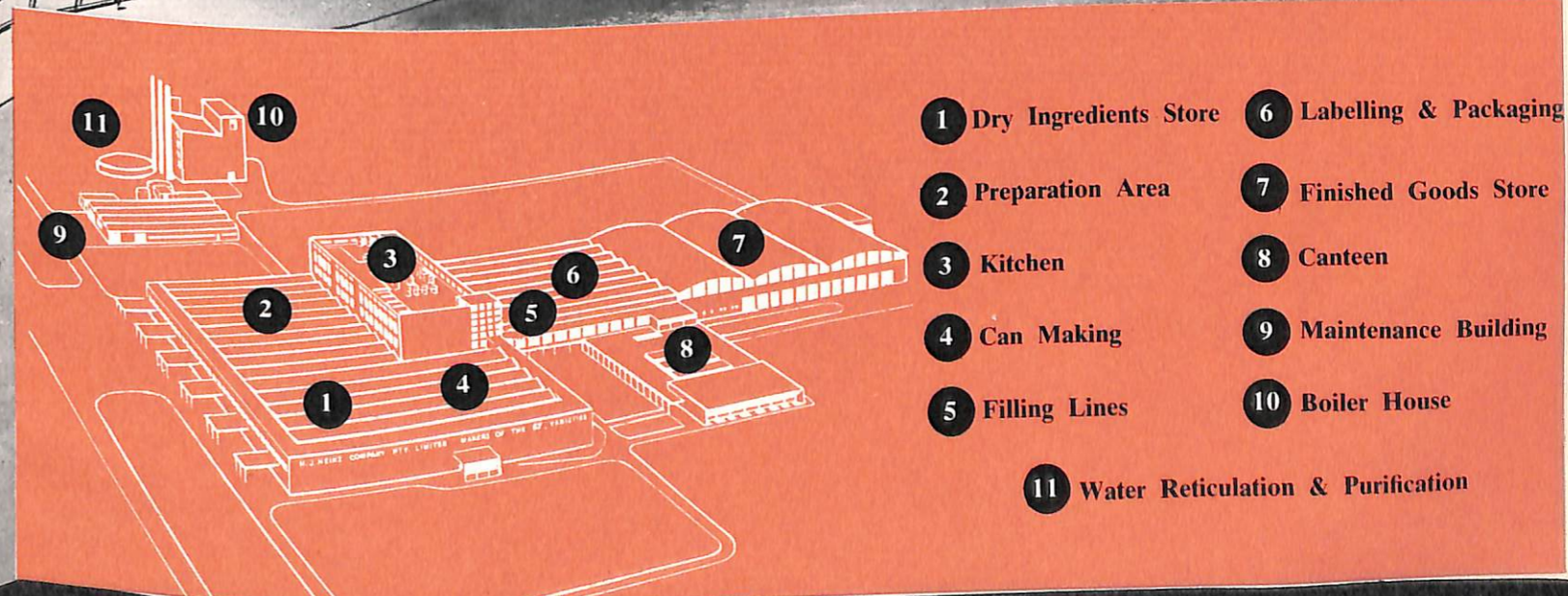
Heinz plant at Harlesden, England, the largest Heinz factory outside the United States.



Unloading Canopies



H.J. HEINZ COMPANY PTY. LIMITED MAKERS OF THE 57 VARIETIES



- 1 Dry Ingredients Store
- 2 Preparation Area
- 3 Kitchen
- 4 Can Making
- 5 Filling Lines
- 6 Labelling & Packaging
- 7 Finished Goods Store
- 8 Canteen
- 9 Maintenance Building
- 10 Boiler House
- 11 Water Reticulation & Purification

## PRODUCTION FLOW

The basic design provides for a straight line production flow. Most operations take place at ground floor level, but actual cooking and processing require four levels. These operations are accommodated in the multi-storey building where the straight line flow continues through an elevation to the top floor, thence by gravity to the ground floor for filling. The top floor kitchen is designed to provide the highest degree of sanitation, with maximum use of natural light and an extensive stainless steel ventilating system. In effect, the kitchen is a large cube devoid of obstructing columns, with plastic ceiling, glass walls in aluminium frames, and floor of acid-resistant tiles. All non-glass walls are tiled and floors throughout are drained with acid-resistant tiled drains.

Operations have been mechanised with high speed equipment to the maximum extent consistent with optimum economy. All process equipment coming in contact with a product is stainless steel or nickel.

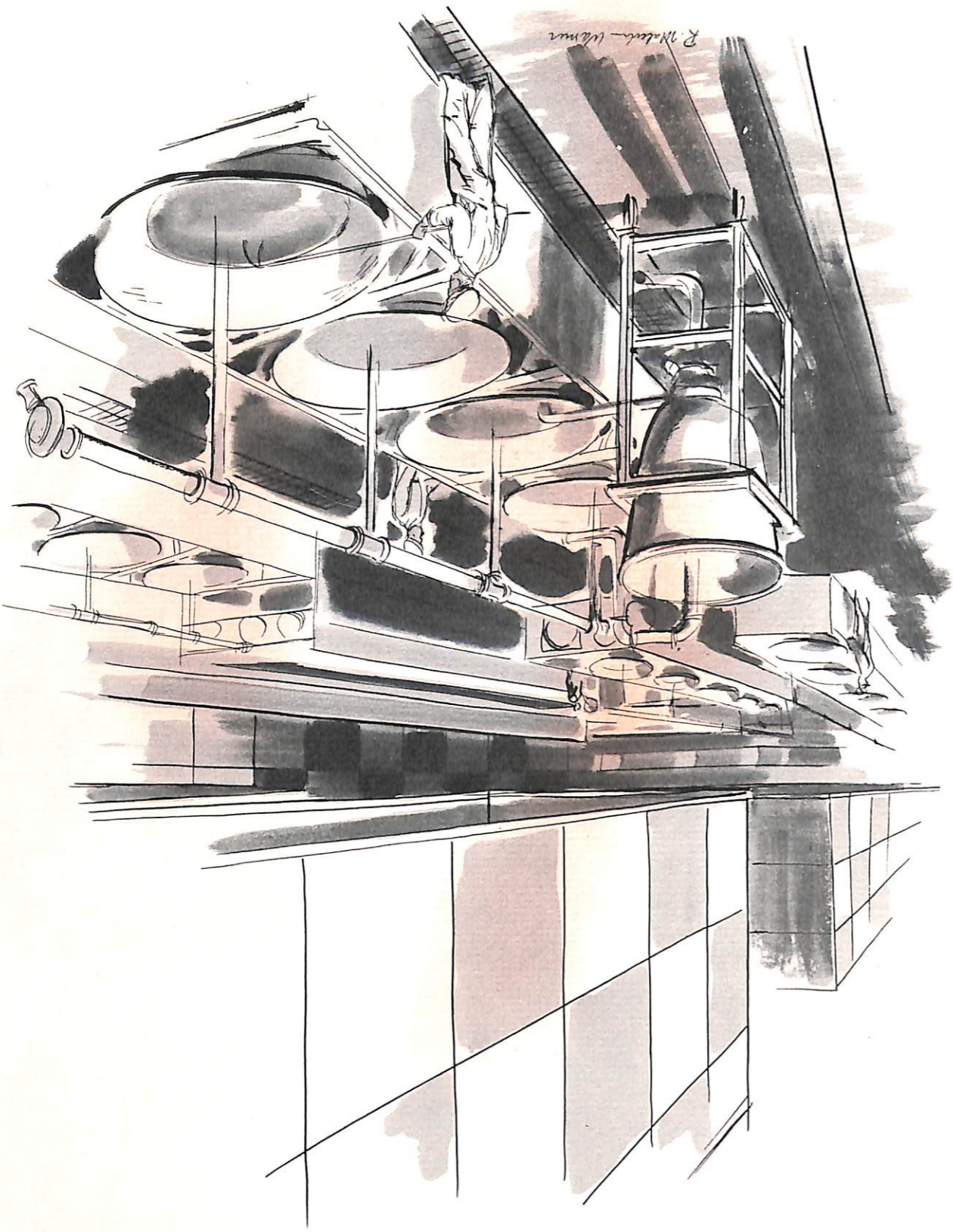
Materials handling is mostly by the use of pallets and fork lift trucks. All buildings allow 5-high pallet stacking with the very minimum of columns for maximum use of building cubage. A multi-line conveyor carries empty cans from storage to filling lines. Part of our can requirements are made in the Can Shop where a high speed Australian-made canmaking line is installed.

The food processing industry is a heavy user of services — power, water, gas — and requires means for disposal of a large volume of effluent. These factors, with other considerations such as transportation, availability of personnel and access to raw material supply, influenced the selection of this 70-acre site in the Shire of Berwick near the town of Dandenong.

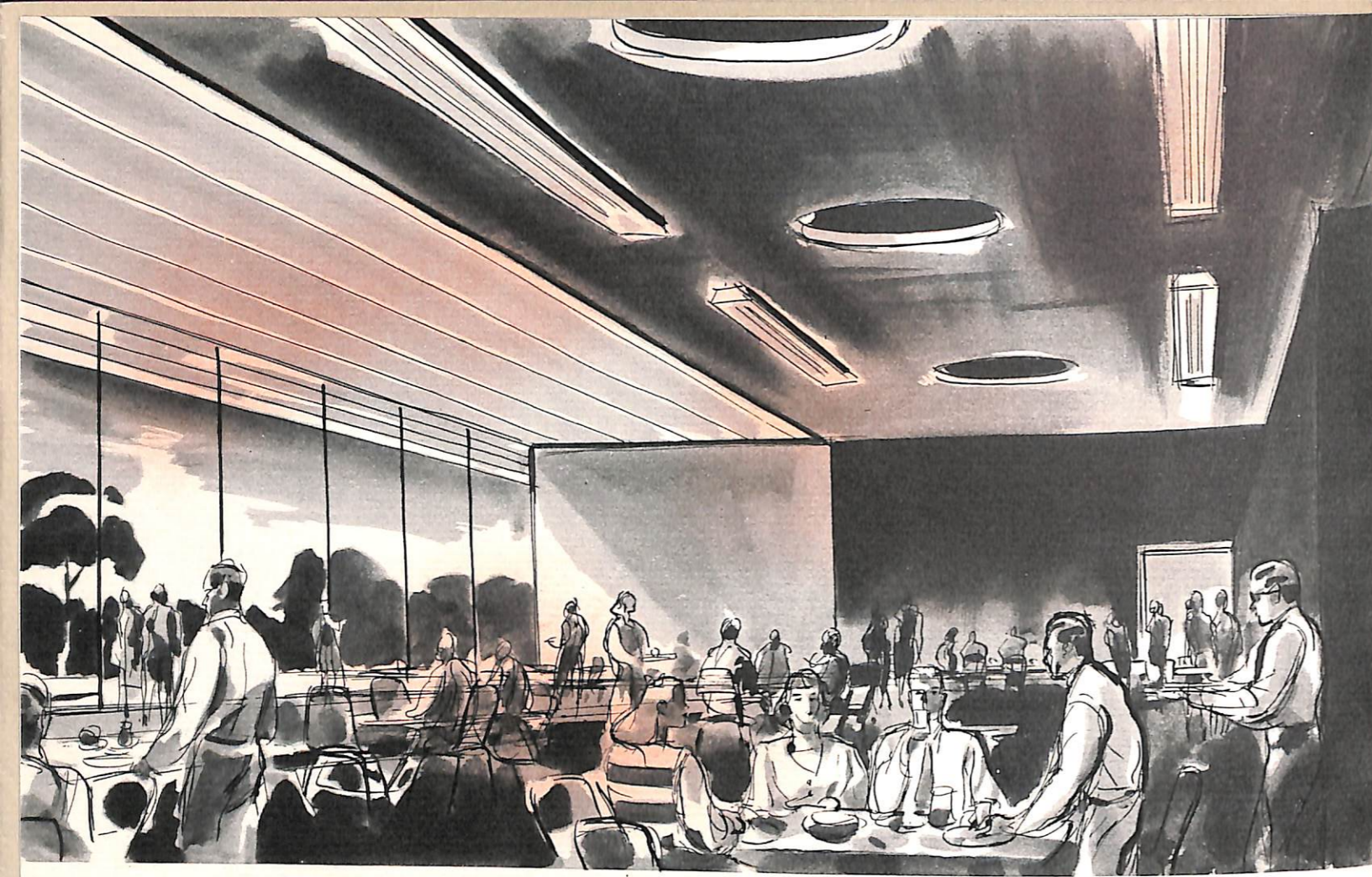
A water purification plant is one of the most costly constructions. At peak production the plant uses an estimated 1 million gallons in 8 hours, and a tank of this capacity provides a buffer storage, minimising demand on feeder mains. All water is flocculated, sand filtered and chlorinated, and water used in a product is also carbon-filtered to remove any trace of taste or odour. As a conservation measure, water used for cooling purposes is pumped through a cooling tower, chlorinated, and re-cycled.

The electrical sub-station has a designed capacity of  $4\frac{1}{2}$  thousand kilowatts. The steam generating plant produces 150,000 lbs. of steam per hour, using raw brown coal, which is mechanically handled from rail trucks to overhead bunkers. Total floor area of all buildings is over 400,000 sq. ft., or approximately  $9\frac{1}{2}$  acres.

To allow for future expansion, every building component has been designed so that it can increase to at least double its present size without disturbing the functional relationships of the respective areas.



Kitchen Area



## STAFF AMENITIES

Modern and pleasant staff amenities are provided, with an entire building devoted to this purpose. In this building are lockers, toilet rooms, showers, etc., with each employee provided with an individual locker; a Cafeteria with a seating capacity for 500 people and where a wide variety of food is served, providing a pleasant and restful room for all employees to enjoy lunch and tea-time breaks. A well equipped First-Aid section is included in this building and a qualified nursing staff is maintained whenever the Factory is in operation.

With this new Factory providing every modern facility, we look forward to long and prosperous association with the communities of Berwick and Dandenong.



*R. Malcolm Warner*

Corner of Ingredient Store

## BOARD OF DIRECTORS

H. J. HEINZ COMPANY PTY. LIMITED

H. J. Heinz II

J. A. W. Ross

H. G. Dennett

G. K. Warner

W. N. Owen, D.S.O., T.D.

J. F. Allen

W. B. Cormack

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## ACKNOWLEDGEMENTS

Messrs. Hassell & McConnell, Architects,  
236 Toorak Road, South Yarra.

Messrs. E. A. Watts Pty. Ltd.,  
Building Contractors,  
53 Hoddle Street, Collingwood.

Australian Mutual Provident Society.

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*H. J. Heinz Company Pty. Ltd. records its appreciation of the part played in the construction of its Dandenong Plant by Federal, State, and local government bodies, all Public Authorities, all contractors, sub-contractors and suppliers, the men actually engaged on the construction, and the co-operation afforded by the International House of Heinz throughout the world.*

