



Sedgman is a market leader in the design, construction, operation and maintenance of coal handling and preparation plants. The Phillips Group commissioned Tell to design the Sedgman prospectus for the company's listing on the Australian Stock Exchange. Through the design, Sedgman is promoted as a strong and viable company.

The document solidifies the company's place within the Australian mining industry.

Tell's design solution is based around the corporate colours and logo, further strengthening the Sedgman brand. This two hundred page document was successfully completed within extremely tight deadlines. Based on the success of the prospectus, Tell was also selected to design Sedgman's 2006 annual report.

*Result:* Sedgman successfully floated on the Australian Stock Exchange at a 38% premium on the Offer Price.

“Producing a quality, contemporary design within a tight time frame, the team demonstrated its talent, enthusiasm and willingness to achieve high standards – a rewarding experience all round.”

Shelley Heuston  
Production Consultant,  
The Phillips Group

