

Essity partners with Staff Australia to boost productivity and improve staff retention.

Who is Essity?

A combination of the words “essentials” and “necessities”, [Essity](#) is a leading personal care and hygiene company that operates internationally. In Australia and New Zealand, Essity manages a portfolio of market-leading brands across the feminine, baby care, consumer tissue, and professional hygiene product categories, including Libra, Handee Ultra, Purex, and Sorbent. As of 2023, Essity conducts sales in approximately 150 countries under leading global brands TENA and Tork.

Resulting from various lifestyle trends, such as improved life expectancy and higher living standards, Essity has seen increased awareness in the integration of hygiene and health related practices across the globe. This has motivated Essity to digitally transform and implement innovative solutions that further supports the emerging market, future growth, and the increased consumer demand within their product sector.

As a business, [Essity](#) has a commitment to breaking barriers, raising awareness, and supporting the health and well-being of all their consumers, patients, care givers, and customers across the globe. To support this vision, Essity partnered with Staff Australia to enhance their workforce and boost operational efficiency.



Our Collaboration:

Based at their Altona North distribution centre, Essity required a team of skilled, trained, and fully licenced Forklift Operators to assist with various warehousing functions, including picking of pallets and cases for their customers. To fill this skill gap, the National Manager on site, Josh, knew he needed to find a reliable labour-hire agency who'd be able to source and secure both counterbalance and high reach forklift operators who can cost-effectively support their workforce.

When it came to hiring forklift drivers, the decision to use Staff Australia as their primary recruitment agency was easy. With confidence and prior affiliation, Josh knew he could rely on Staff Australia. He was quick to contact Jo, a Business Development Manager from our Keilor East office.

This decision to partner with Staff Australia was further reinforced by additional factors including: our competitive pricing, efficient delivery, supportive customer service, and our ability to quickly provide appropriate forklift drivers.

Solution:

Since early 2023, Staff Australia has supplied Essity with counterbalance and high-reach forklift operators for day and afternoon shifts. In recent months, with professional guidance from Staff Australia, Essity has been working tirelessly to find the perfect balance between staff retention and business cost.

If workers feel they are compensated fairly and receive appropriate pay, Essity expects to see “improved retention” which is often a challenge for businesses that primarily work with contract and temporary employees.

Staff Australia has been commended for our customer service and wealth of industry knowledge. “Staff Australia does really well when it comes to competitive pricing and solid delivery”, said Josh.

Results:

“The blue-collar sector is where Staff Australia shines.”

Today, Staff Australia is Essity’s primary labour-hire provider at their Altona North location, and there is no indication that the partnership is going to end anytime soon.

Although we predominantly supply forklift drivers, there is room to grow within the company as we continue to deliver high success rates and superior service. Both parties recognise the potential to expand into additional roles, provided that the same level of excellence and reliability can be achieved.

Staff Australia continues to deliver well equipped forklift operators to support Essity’s workforce. By focusing on competitive pricing, efficient delivery, and exceptional service, Staff Australia has not only supported Essity’s operations but also fostered a relationship built on trust and collaborative success.

Josh Melvin, National Manager at Essity Australia says: “We've been working with Jo for 2 years now, and she's been phenomenal. The level of service Jo provides is excellent - proactive, responsive, and able to solve problems at root cause. It's a given that a labour agency needs to provide quality candidates at a competitive price, so in a crowded market it's this service level that really makes the difference. Looking forward to continuing to work with Jo and the Staff Aus team into the future”.