



Kennards' charity effort most successful ever

Kennards Hire wrapped up its annual charity 2014 initiative, 'Kennards For Kids', with a very successful result. Over the course of the two month campaign Kennards Hire raised more than \$356,000 for various children's charities around the country, surpassing 2013's figure by almost 9 percent.

Throughout September and October 2014, every Kennards Hire branch throughout New South Wales, Victoria, South Australia, Western Australia, Queensland and New Zealand donated \$2 from every hire to a state charity. Support was extended to charities including Stepping Stone House, Kids Xpress, Variety - the Children's Charity, the Constable Care Foundation and the Children's Hospital Foundation.

Over the 10 years that Kennards Hire has been running Kennards For Kids, this is the best result in its history. All the charities are supporting children, either under-privileged or sick kids or programs that help educate kids on making good life decisions. Kennards has made sure that all the funds raised goes towards kids, not towards running the charity.

Allen Besseling, Kennards Hire CEO, said that part of the exceptional 2014 result was due to the uptake of DIY customers looking for their own weekend projects and first time customers. "Many of the current customers are aware of the program and the good work it does," he noted.

"But this year (2014) has seen a new crop of customers hiring from Kennards purely to support the efforts of Kennards For Kids."

www.kennards.com.au

Clint Rogers' SA/WA business development role

True Blue Chemicals has appointed Clint Rogers to the role of business development manager South Australia/Western Australia. Based in Adelaide, he is responsible for building business for True Blue's existing distributors as well as establishing new distribution partners across both states.

Previously employed for 10 years with Pak-Rite in the Adelaide Hills, Rogers has a strong background in both selling True Blue Chemicals and supporting distribution business at a local level.

"We're really excited to have Clint on board; he has a fantastic working relationship with Pak-rite, one of our key SA distributors; knows the industry; and is keen to expand our footprint in WA," commented Peter McMillian, True Blue's national sales director.

www.truebluechemicals.com.au



Clint Rogers

Cleanstar is 'in the pink' with leads

Cleanstar is doing its bit for the Breast Cancer Foundation by donating to that organisation \$1 for every Pink Extension Lead it sells. The leads are 18 metres long and 10 amp.

"This initiative allows our end-user buyers to participate in this 'feel good' enterprise," pointed out Cleanstar's director Lisa Michalson.

"We have enjoyed another very successful year (2014) and the team at Cleanstar is more than happy to contribute to a valued research organisation," she added.

On the marketing front, Cleanstar has continued investing in its digital platform – notably its library of educational vids on YouTube. Check them out at www.youtube.com/user/Cleanstarau/videos

www.cleanstar.com.au



Lisa Michalson with a Pink Extension Lead

The 'Stinky Washrooms' Problem: How it can break or make a Contract



Contractor 'A':

The Contract Breaker

"No matter what we do, we cant stop the smells coming back...or the complaints."

High multiple chemical use and higher frequency cleans are cutting into our margins too.

Clients getting unhappier!"

Contractor 'B':

The Contract Maker

"After using Sanitaire Bio Cleaner around the toilets, the odour was eradicated from all floor surfaces, tile grout and urinal surfaces. We have now introduced this system to all our schools"

Graeme Etheridge, MD,
Etheridge Cleaning & Maintenance
Services Pty Ltd, Geelong

For product information and more testimonials go to: www.biocleaninginfo.com.au