



Cleanstar proves there's a lot to Like about social media

Cleanstar is encouraging more companies in the cleaning industry to use social media following its own online success.

Lisa Michalson, director of Cleanstar, said she believes the cleaning industry should be using social media more actively and effectively to not only build brand awareness and reach, but as way to better communicate and engage with customers.

Cleanstar also uses its social platforms to promote new products including its new pink extension leads and pink microfibre cloths as part of its support for the National Breast Cancer Foundation, with the company donating \$1 per item sold to the foundation.

Cleanstar has also been promoting its 2017 campaign, 'Who is Cleanstar?' on its social channels. In addition to social media, the campaign has found success on the road, with billboards on buses currently travelling around the country.

www.cleanstar.com.au

Greg Whiteley appointed executive chairman of Whiteley Corporation

Dr Greg Whiteley has been appointed executive chairman of Whiteley Corporation after serving 25 years as the company's managing director.

Darran Leyden has been elected managing director for Whiteley Corporation after more than 20 years with the company.

Dr Whiteley also recently graduated with his PhD from Western Sydney University. Dr Whiteley received a degree of Doctor in Philosophy (PhD) for 'A study into the validation of ATP testing devices for integrated cleanliness monitoring within healthcare settings'. Moving forward, Whiteley Corporation will continue to focus on research and development as well as achieving high standards in manufacturing, distribution and technical support.

www.whiteley.com.au



Greg Whiteley

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