

# Autumn 2009

a: Lot 9, 500 Churchill Road  
Kilburn South Australia 5084  
p: 08 8359 4999 | f: 08 8359 4988  
e: enquiries@a-p-r.com.au  
w: www.a-p-r.com.au



## TEAM APR NEWSLETTER

**TAKE  
5!**



...to view our new website! It has been completely updated and now includes:

- updated product range
- Industry-specific information
- Product specifications
- Product application brochures
- Benefits
- Successes

We'd like to thank **Luke from Foolproof** and **Josh from atomix design** for their tireless efforts in developing a first grade website. *It can't have been easy working with a bunch of guys who only know plastic!*

**Check it out at [www.a-p-r.com.au](http://www.a-p-r.com.au)!**

### Did you know?

- An estimated 500 billion plastic bags\* are produced each year
- 850 plastic bags go into every post
- That's 39,000 plastic bags every hour
- Wood can give nasty splinters – hundreds of people die each year from splinters!\*\*

\* Source: [www.reusablebags.com](http://www.reusablebags.com).

\*\* Statement may or may not be falsified for light comedic effect.

### Don't forget that APR products offer you...

- No splinters
- No leaching
- No cracking
- No white ants
- No splitting
- No rotting
- No rusting
- ...No hassles!

**Environmentally friendly  
and user friendly!**

Welcome to the Team APR newsletter for Autumn 2009. Our goal is to maintain a positive and informative newsletter about APR, our staff and our products, and have some fun at the same time!



### SPECIALS

During autumn, and during autumn only, we are offering our posts at the lowest price EVER!

Wanting to show up the competition and introduce our customers to a superior and viable alternative, Ken has convinced us to go to market with a "let people see and use the innovation" offering. Based on a post length of 2400mm or shorter, the 100mm Round Hollow is made and priced to sell. But be quick as this introductory offer is for a limited time only.

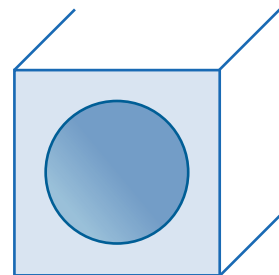
Fencing Contractors should be aware that this price cannot be held for long!

- 14 day account
- Price excludes GST
- Price excludes freight
- Minimum order of 1000 units

### NEW PROFILES

#### **150 x 150 and 100 x 100 hollow posts**

- Released in accordance with the standard 150 x 150 solid and the 100 x 100 solid, these new profiles are ideal for industries requiring a lighter product, with only negligible strength differences.



150 x 150  
hollow post

## TEAM APR NEWSLETTER

### STAFF PROFILE...

#### Ken Chernabaeff



Ken had a blinder in sales for March! The big fella's got some great giveaways to share with you and shiny new ute to get around in.

Yet to be badged up with APR signage, you'll recognise it the minute you see Ken's tree trunk right arm hanging out the window on his next visit! Racking up 18 months with us, Ken has brought on many new clients, partners and relationships that we had never seen before. Ken's background is none other than in the waste industry.

Having previously worked for AMCOR, Collex and Veolia, Ken has brought in many contacts that have helped APR continue to divert thousands of tonnes of plastic from landfill and into our products worldwide.

Give Ken a call and ask about any of our great products. When you catch up face-to-face you'll marvel at what eating your vegies every day can do for you!

### MOVING FORWARD >>

#### Great news!

To ensure our products perform to the highest possible standards, APR has invested in extensive and rigorous product testing with Australia's leading independent testing bureau, Amdel Analytical Laboratories. The results ensure that our products will exceed our clients' expectations and deliver value to both you and your clients for many years to come.

As a result we have very recently secured a number of large new projects - adding these to our existing portfolio will continue to see our products moved in the domestic, commercial, and public sectors, both nationally and internationally.

Our commitment to service and prompt delivery is paramount. As demand for our great products are ever increasing, our manufacturing facilities are now running around the clock 5 days a week in order to meet that demand.

#### New to the team

Mark Phillips has joined the team as the Sales and Business Development Manager, Queensland and New South Wales.

Mark has a long history in business management, customer service and plastics.

He has held numerous senior management positions within the water storage / rotational moulding industry over the last 12 years and prides himself on his commitment to service.

Mark brings a great deal of enthusiasm and knowledge to APR and we are confident he will strengthen the overall



APR team and our ability to service our northern Australian clients. For those in the north east, Mark is going to be your primary contact. I am sure you will be hearing from him in the very near future as he begins to establish himself!

Please do not hesitate to contact Mark at any time. For those in the other states, Ken will continue to be your primary contact.

**Mark Phillips:**  
m: 0466 090 602  
e: [mark@a-p-r.com.au](mailto:mark@a-p-r.com.au)

**Ken Chernabaeff:**  
m: 0439 857 999  
e: [ken@a-p-r.com.au](mailto:ken@a-p-r.com.au)

**National Head Office:**  
p: (08) 8359 4999  
e: [sales@a-p-r.com.au](mailto:sales@a-p-r.com.au)

The whole team looks forward to professionally servicing your needs with quality sustainable APR products!

Regards,



# Autumn 2009

a: Lot 9, 500 Churchill Road  
Kilburn South Australia 5084  
p: 08 8359 4999 | f: 08 8359 4988  
e: enquiries@a-p-r.com.au  
w: www.a-p-r.com.au



## TEAM APR NEWSLETTER



APR, in collaboration with Signworx, is proud to sponsor South Australian Jordan Ormsby in the 2009 GT Championship.

We all wish him the best of luck and a safe year in this awesome Porsche 911 (Type 996) GT3. We just wish he'd bring his car around and let us have a quick spin!

