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## CORPORATE PROFILE

Quality cleaning, maintenance and hygiene solutions



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The term “true blue” is used to describe a person or something that is unique or typical of Australian values. When a person is described as “true blue” it means they are patriotic, proud, and loyal, believe in a fair go for all, and will have a go at solving problems.

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# contents

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<i>welcome</i>	<i>1</i>
<i>strategic themes &amp; mission</i>	<i>2</i>
<i>about us</i>	<i>3</i>
<i>service &amp; value offer</i>	<i>4</i>
<i>core range product suite</i>	<i>6</i>
<i>product categories</i>	<i>8</i>
<i>innovation &amp; environment ethos</i>	<i>10</i>
<i>manufacturing capabilities</i>	<i>12</i>
<i>distribution network</i>	<i>14</i>
<i>leadership team capabilities</i>	<i>16</i>
<i>growth &amp; future market trends</i>	<i>17</i>



We are extremely proud of our history and the True Blue Chemicals name.

Today, we regard ourselves as the leading privately owned manufacturer of cleaning solutions in Australia. We have the finest network of Elite Distributors giving us a National footprint and reach to over 20,000 customers. Through these customers every day over 500,000 Australians are working, socialising and living in a cleaner environment thanks to True Blue Chemicals.

Our dedicated national sales force is amongst the best within our industry, and embody the values of our organisation. Truth, integrity, loyalty and professionalism are the attributes we value and our sales force reflects.

We have an innovative culture, and are continually developing our product range and service offering to meet the ever changing needs of our valued customers, evidenced by our ongoing investment in a leading class innovation team and highly skilled, dedicated customer service, sales and marketing professionals.

True Blue Chemicals are a proud family business established in 1986 by its founder Stuart Macdougall. We quickly established our footprint by supplying quality, high performance cleaning products and tablet soaps to the Industrial and Institutional markets across Australia and overseas.

To this day, True Blue Chemicals remains a 100% privately owned corporation. Our Family Charter outlines the guiding principles which define the family's relationship with the business enterprise. We have established an executive framework to ensure we conduct our business with the highest levels of corporate governance. This includes the appointment of a non-family Independent Advisory Chairman, a board of management and family council.

As a family in business, we aim to be recognised as making a worthwhile contribution to the community, environment, the Australian economy and all stakeholders associated with our business. We believe the following values are fundamental to the work we do:

- To show respect to ourselves as individuals, and to our co-workers, customers, suppliers, the community and the environment
- To act with Honesty and Integrity
- To be Professional in all matters of Business and with our customers
- To be Trustworthy as a business and as individuals
- To have Fun, be Happy and Enjoy what we do

We regard the success of our customers as the key to our success and we welcome you to True Blue Chemicals.

**Brad Macdougall**

*Executive Director, True Blue Chemicals*

# strategic themes & mission

**At True Blue Chemicals our mission is to become the Largest Chemical Company in the Tier Two marketplace.**

We strive to be the home of the most talented and motivated TEAM in our industry, providing genuine career paths and fulfilment. We have a culture with soul.

We understand and meet our COMPLIANCE obligations to the industry, our employed workforce, the regulators and our shareholders.

We inspire our DISTRIBUTORS and provide them with the tools, resources and relationships that bind and build profitable partnerships.

We are home to a motivated, skilled team of SALES AND SERVICE personnel that embody excellence.

We provide our customers with innovative and quality PRODUCTS that meet needs, and continue to capture the attention of our markets.

We have a first class SUPPLY CHAIN and look to the effective sourcing, manufacturing and distribution of our products.

We have a STRONG FOOTPRINT within Australia, operating carefully and profitably to support our distribution partners and end customers.

We have a respected position in the industry, with our channels and our end users valuing our BRAND, **TRUE BLUE CHEMICALS**.

*"We have partnered with True Blue Chemicals because they have very similar beliefs to ours. They are a 'solution focussed' business who looks to offer true value for money to their clients with outstanding service. Their product range covers all areas and they offer premium products at competitive pricing."*

*Bronte Hough, Managing Director  
Pak-Rite Group of Companies Mount Barker SA*



## *Position in the marketplace*

We successfully operate in the Industrial and Institutional cleaning and hygiene market, selling Business to Business (B2B) an extensive range of cleaning and hygiene products.

Our key markets are the Hospitality, Healthcare and Industrial sectors where our products are used by those staff members charged with the daily responsibility to provide a clean, safe and compliant workplace.

We've been in the industry for close to three decades, along the way building our knowledge and skills through experience. We care about 'healthy living every day', and are proud of the positive difference we make to the community.

## *Market sectors*

We operate within three market sectors.

**The Hospitality sector** is charged with providing a fun social environment, built around the service of food, beverage and accommodation. At True Blue Chemicals we support hospitality customers with a continuous supply of chemicals to provide a clean and hygienic environment, delivering uninterrupted provision of hospitality.

**The Healthcare sector** is charged with improving health, treating the sick and caring for the personal wellbeing of patients and residents. At True Blue Chemicals we support healthcare customers by providing high engagement, auditing, training compliance, and reporting to deliver safe and hygienic health outcomes.

**The Industrial sector** is charged with building national wealth through developing infrastructure, transport and supply chain, industrial projects, minerals and mining production. At True Blue Chemicals we support industrial customers by partnering to solve problems, delivering bulk application systems, supply-chain initiatives, environmental compliance, high concentration applications and safe work practices.

*"We've successfully transitioned from first generation Family Business to second generation Family Corporation. The transformation was possible thanks to a clear strategic vision, rigor in decision making, great people, solid operational structure, and having an appropriate corporate governance framework in place. We've done all this whilst maintaining a fun and professional culture, so we're still a great place to work and we still celebrate every order."*

*Brad Macdougall, Executive Director,  
True Blue Chemicals*

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**At True Blue Chemicals, we pride ourselves on product quality, exceptional performance and genuine, responsive service.**

Our valued customers are provided with a full service offering of products, dispensing equipment, site audits, safety compliance, support and training programs. We have an Innovation and R&D team developing formulations that are effective, innovative and environmentally responsible. Our products are of the highest quality and concentration, providing greater value and reduced cost-in-use than any of our competitors.

### *Chemical products*

We supply a wide range of Chemical Products for use in Commercial and Industrial facilities.

- Kitchen
- Food Services
- Housekeeping
- Laundry
- Food Processing
- Hand Hygiene
- Floor Care
- Degreasing and Vehicle Wash
- Dust Suppression
- Specialty and Contract Manufacturing

### *Quality compliance and safety*

True Blue Chemicals take safety seriously. We have internal processes to ensure product safety. As a manufacturer of chemicals we comply with Quality Assurance Certification ISO9001. We go the extra mile to ensure safe usage in facilities by providing:

- Compliance Documentation
- Safety Data sheets (SDS)
- Product specification sheets
- Hazardous Chemicals Charts
- Product Usage Charts
- Inventory Registers
- Dispenser labelling
- Chemical-resistant Screen Printed bottles
- Comprehensive Training – Face to face and online



### *Dispensing solutions*

True Blue Chemicals source and maintain the most robust and efficient dispensing units. This ensures the appropriate amount of product is dispensed to deliver the desired cleaning results without wastage and minimizing down time.

Additionally we ensure all dispensers offer:

- Safe handling to meet OH&S requirements
- Controlled dispensing for effective dilution to ensure best value cost in use



## *Our customers benefit from our:*

- Knowledge and capability gained through experience in the chemicals industry
- Comprehensive range of high quality products and dispensing solutions including an Environmental Offering
- Access to products via our National Distribution Network
- Clearly defined Service Level Agreements for Distributors and key customers
- Site specific, tailored visitation schedules to satisfy customer needs
- Quality, Safety and Compliance Commitment
- On-line and face to face Training Initiatives on products, usage and chemical safety
- On-line Reporting and Audits to demonstrate compliance
- Innovation through our people, our processes, our products and our operating structure



*"True Blue Chemicals are not just a supply manufacturer; we see them as a business partner. They are particularly helpful with the support and training of our staff and customers. Their service and product quality is second to none and we look forward to our continued relationship for years to come."*

*Pharrah Underwood, Sales and Marketing Leader  
MySupply, Laverton North VIC*

*“EcoWest is a specialist commercial cleaning solution provider based in Western Australia. We have chosen True Blue Chemicals as a key trading partner due to their extensive experience, commitment to education and training, comprehensive product range and exceptional support. True Blue’s online reporting and auditing system is a great way to ensure accountability and transparency for larger customers. We have found True Blue to be consistently aligned with our core values of Quality, Professionalism and Service.”*

*Joshua Sherlock, Executive Director  
The Distributors Perth, Welshpool, WA*



At True Blue Chemicals we have a broad range of Industrial and Institution cleaning and hygiene products to suit the needs of any business. Our extensive offering makes True Blue Chemicals your one-stop chemicals supplier, and our highly concentrated quality formulations deliver results at a price that keep our customers coming back.

### *Kitchens*

Detergents and rinse aids for ware washing  
Hand dish washing  
Food processing cleaners and surface degreasers  
Food grade sanitisers  
Crockery and cutlery soakers  
Oven cleaners and machine descaler  
Stainless steel cleaners

### *Housekeeping*

Hard surface cleaners  
Bathroom, toilet and washroom cleaners  
and deodorises  
Glass mirror and window cleaners  
Chlorinated cleaners and sanitisers

### *Laundry*

Powder and liquid detergents  
Phosphate free detergents  
Laundry soakers and stain removers  
Fabric conditioners  
Sterilising and bleaching

### *Hand and Body Care*

Hand care liquid soaps  
Hair and body wash  
Industrial hand cleaners  
Bar and billet cut soaps

### *Industrial*

Heavy duty quick break degreasers  
Heavy duty deodorisers and disinfectants  
Vehicle wash  
Dust control products  
Specialty and customised formulas

### *Floor Care*

Hard floor sealer  
Hard floor stripper  
Hard floor rejuvenator  
Carpet cleaner and spotter

*"True Blue Chemicals provides Hanleys with a quality range of chemical products, they also offer expertise necessary to tackle a variety of difficult cleaning situation through a wide range of market sectors."*

*Gary Barnes, Manager  
Hanleys, Virginia QLD*



## PREMIUM RANGE

Premium formulas  
Highest performing  
Highly concentrated  
Free on loan Dispensing to approved customers

## SAFELOCK & SOLUTIONS RANGE

Super concentrated  
High performing  
Closed loop, non-spill packaging options  
Space saving packaging

Adzorba **ARID Cleaner & Tablets** B&N Window Blue Lazer **CleanKill** Det'N'Ate DFA 100 **DiamondCoat** Dishmatic L **Envirotabs** Euco White Fabric Conditioner Glass Glo Grenade **Graffiti Remover** Jadet **Karess** King Hit Klordex Laundet **Laundry SE** Liquidate Mirraguard **Muster** One Shot Outright Plus **Pamper** Perform Pink Chlor Pot Shot **Power** Power White Release **Rinseaid** Scale Off Shift Gel Shore Break Shore Det Shore Sour **SOC** SuppressCP20 Topaz Touchdown **Trifecta** Trucking Kleen **Useall** VegieSan **Wipe Out** Adzorba ARID Cleaner & Tablets B&N Window **Blue Lazer** CleanKill **Det'N'Ate** DFA 100 **DiamondCoat** **Dishmatic** L Envirotabs Euco White Fabric Conditioner **Glass Glo** Grenade Graffiti Remover **Jadet** Karess King Hit **Klordex** Laundet Laundry SE **Liquidate** Mirraguard Muster One Shot Outright Plus Pamper **Perform** Pink Chlor **Pot Shot**

Safelock K1 Safelock K2 Safelock K3 Safelock L1 Safelock L2 **Safelock L3** Safelock L4 Solutions A1 Solutions B1 Solutions GP1 Solutions GP2 Solutions S1 Solutions W1 Safelock K1 **Safelock K2** Safelock K3 **Safelock L1** Safelock L2 Safelock L3 Safelock L4 Solutions A1 Solutions B1 Solutions GP1 Solutions GP2 Solutions S1 **Solutions W1** Safelock K1 Safelock K2 **Safelock K3** Safelock L1 Safelock L2 Safelock L3 Safelock L4 **Solutions A1** Solutions B1 Solutions GP1 **Solutions GP2** Solutions S1 Solutions W1 **Safelock K1** Safelock K2 Safelock K3 Safelock L1 Safelock L2 **Safelock L4** Safelock L4 Solutions A1 **Solutions B1** Solutions GP1 Solutions GP2 Solutions S1 Solutions W1 Safelock K1 Safelock K2 Safelock K3 **Safelock L2** Safelock L1 Safelock L3 Safelock L4 Solutions A1 Solutions B1 **Solutions GP1** Solutions GP2 **Solutions S1**



# product categories

## TRUE GREEN RANGE

ACCORD 'Recognised environmental  
credentials scheme' approved  
Better for the environment, safer for people too

## EVERY DAY RANGE

Value for money  
Delivers strong results

Blitz Clean All Violet Rose Window Shimmer Blitz  
Clean All Violet Rose Window Shimmer Blitz Clean  
All Violet Rose Window Shimmer **Blitz** Clean All  
Violet Rose Window Shimmer Blitz Clean All Violet  
Rose Window Shimmer Blitz **Clean All** Violet Rose  
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Cert **Eucalyptus 80** Glaze Lemon Lotion Magic  
Pink Multi Clean Quick Dry Strike **Wattle** Window  
Cleaner Cert Eucalyptus 80 Glaze Lemon Lotion  
Magic **Pink Multi Clean** Quick Dry Strike Wattle  
Window Cleaner Cert Eucalyptus 80 Glaze Lemon  
Lotion Magic Pink Multi Clean **Quick Dry** Strike  
Wattle Window Cleaner Cert Eucalyptus 80 Glaze  
**Lemon Lotion** Magic Pink Multi Clean Quick Dry  
Strike Wattle Window Cleaner Cert Eucalyptus 80  
Glaze Lemon Lotion **Magic** Pink Multi Clean Quick  
Dry Strike Wattle Window Cleaner **Cert** Eucalyptus  
80 **Glaze** Lemon Lotion Magic Glaze Pink Multi Clean  
Quick Dry Strike Wattle **Window Cleaner** Cert  
Eucalyptus 80 Glaze Lemon Lotion Magic Pink Multi  
Clean Quick Dry **Strike** Wattle Window Cleaner Cert  
Eucalyptus 80 Glaze Lemon Lotion Magic Pink Multi  
Clean Quick Dry Strike Wattle Window Cleaner Cert



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## *Innovation*

At True Blue Chemicals innovation refers to our total business offering; products, processes, supply chain, dispensing, training, account management and customer support programs.

We are constantly striving to find new ways to offer additional value to our customers beyond a product and a price. We have a dedicated Innovation and R&D Team and all True Blue Chemicals personnel are encouraged to continually seek to look for new ways of improving our business processes and our customer offer. Additionally our Innovation and R&D team is continually researching new product opportunities and improvements in existing products.

## *Environment*

True Blue Chemicals is committed to ensuring that our business functions in an environmentally responsible manner. Ongoing staff training and continuous review of business operations ensure performance improvements and environmental awareness are at the top of our priority. We believe the environment is the responsibility of all employees.

Our company policies and procedures are in place to ensure:

- Compliance with Local and National environmental legislation and regulations
- Regular review of our targets and objectives are conducted to meet our objective for continual improvement in environmental performance
- Waste management policies and procedures are in place
- All employees are aware of their individual responsibility to minimise the impact our operation has on the environment

## *Green Certification*

True Blue Chemicals True Green range has been specifically developed to offer the highest level of sustainable, environmentally compatible products. True Green products are biodegradable, low VOC, with proven cleaning efficacy and safer on the environment. Taking into consideration both human health and environmental safety and sustainability.

All True Green formulas are Third Party independently assessed, meeting the stringent requirements of the 'Recognised™ – environmental credentials scheme' for environmentally preferable products as licenced by ACCORD.

*“True Blue Chemicals work alongside us to ensure that as a business we maintain the highest levels of health and safety for our staff and customers every day.”*

*Pharrah Underwood, Sales and Marketing Leader  
MySupply, Laverton North VIC*



*"Hanleys great relationship with True Blue is based on a trusting partnership with values that strive toward best practice in all forms of cleaning chemical marketing and distribution."*

*Gary Barnes, Manager  
Hanleys, Virginia QLD*





*"Quality Products, Quality People."*

*I've distributed True Blue Products for 15 years and have witnessed firsthand the company develop from a medium sized family business to a large player in our industry, whilst still keep the same family values and integrity."*

*Shane Leigh, Managing Director  
TBC Distribution, Wollongong NSW*





# manufacturing capabilities

Located in Southern Sydney, our manufacturing facility produces over 2.3 million kilograms of liquid and powder chemicals and 9.6 million cakes of soap each year, making us a vibrant and energetic contributor to the Australian manufacturing landscape.

## Chemical Production

We manufacture over 160 True Blue Chemicals branded products in sizing from 1litre to 1,000ltr IBC's and 10,000Ltr tankers, to meet the needs of our Direct customers, our National Distribution network and their end-users.

Additional to our branded products, we have an extensive chemical contract manufacturing business. We can tailor make formulations, and pack sizes to suit specific needs, based on minimum production batches. We pride ourselves on striving to reduce our impact on the environment, and can also produce environmentally responsible options.

## Soap Production

We are one of only a handful of manufactures still producing soap in Australia. Our Italian commissioned soap machine uses a four step milling process which involves mixing, milling and double extrusion of the soap noodles to produce smooth, and consistent, billets that last longer without splitting.

With an excellent reputation for making quality soap, we specialise in custom, specialty cleaning and contract soap orders and have the ability to develop a formulation to meet specific needs. Alternately we can work with the customer to produce and pack unique soap formulas.



**9.6 million  
cake soaps**

Pack size ranging from



**1 litre**



**1,000 litres**



**10,000 litres**

**TWO POINT  
T H R E E million  
kilograms  
of chemicals**



**OVER 160  
True Blue Chemicals branded products**

As a company, True Blue Chemicals have established a successful business through focusing on formulating and manufacturing high quality cleaning and hygiene chemicals for the Institutional & Industrial B2B marketplace. To do this we have aligned ourselves with Distribution Businesses that have strong channels to market in their respective geographical areas.

This approach has seen us move from being solely eastern states based in 1986, to having a National Footprint with a 40 plus strong network of Distributors specialising in the Healthcare, Hospitality, Education or Industrial sectors.

Supporting a National Distribution Network as the primary channel to market for True Blue Chemicals is key to seeing this Australian owned company continue to grow and prosper in the Institutional & Industrial Cleaning Chemicals market place.

Our plan is to significantly build on our current National footprint. This will be achieved by strategically selecting and partnering with new and existing Distributors throughout Australia, which have aspirations for growth and share our values and ethics. We have a genuine desire to increase the number of Distributors that represent the company's brands and products.

Our goal at True Blue Chemicals is to grow and support each Distribution business through the provision of superior service, quality and innovative products. To achieve this goal we offer a range of support services, tailored to the size of the Distribution business, which supports growth and rewards success.

#### Our Distribution partners can benefit from:

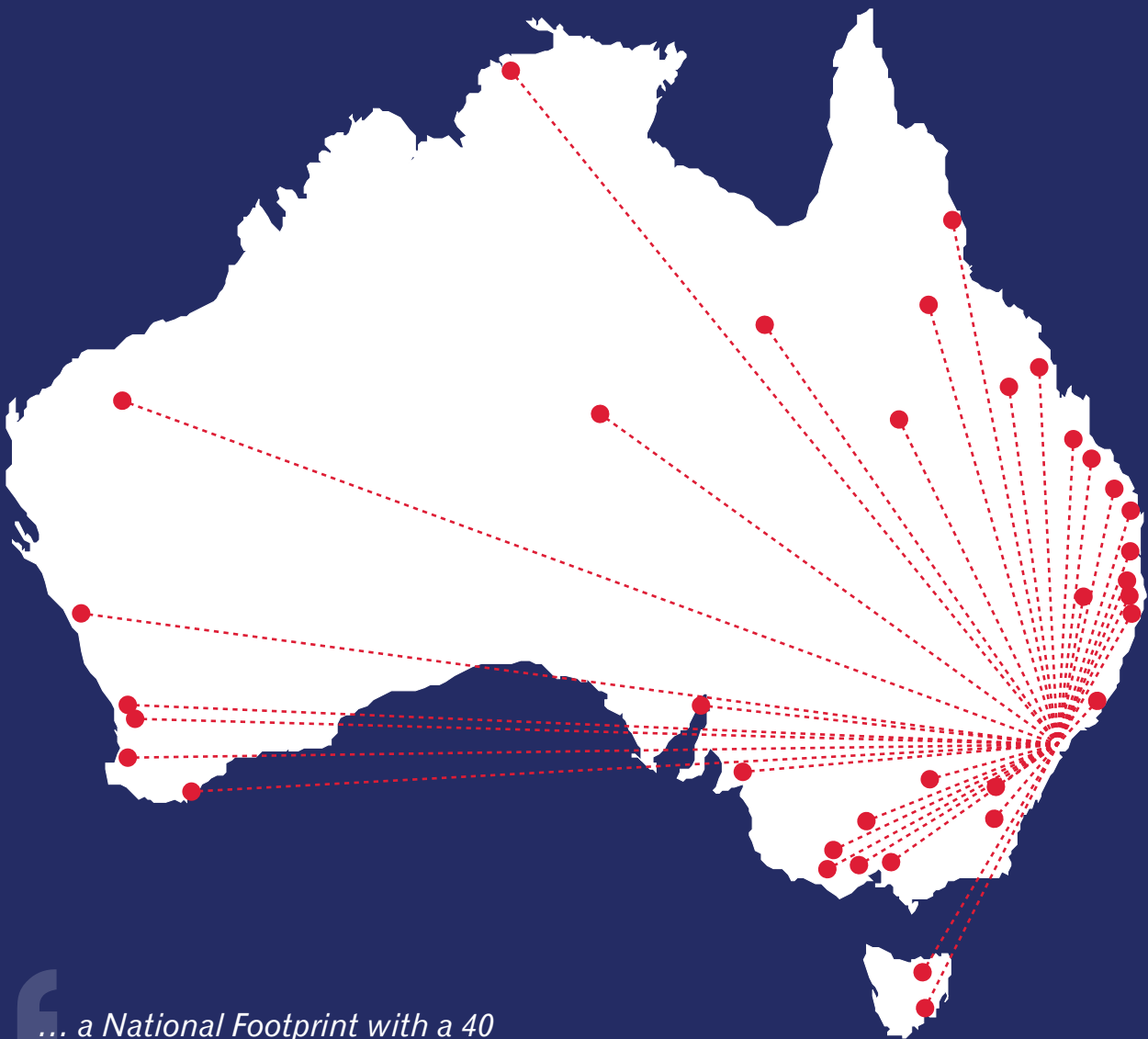
- Selective Distribution strategy
- True Blue Chemicals Business Development Manager working directly with the Distributor to grow business
- Opportunity to provide input into True Blue Chemicals Innovation and R&D pipeline
- Business Coaching and workshops to develop Strategic Plans and implementation framework
- Strategic Meeting with Executive Leadership Team to acknowledge partnership achievements, review strategic alignment and share best practice
- Special Partnership Events to recognise the substantial contribution
- Best practise sharing events
- Annual Sales Forecast to ensure continuous supply
- Financial Health Check performed by an independent third party
- Elite Distributor Conference and Annual Awards Ceremony
- Website Recognition case studies and testimonials
- Loyalty Program which provides Distributors will loyalty points based on growth in sales
- Online portal which includes online service reporting and online distributor resources
- Dispenser Subsidy Program where opportunity is identified
- Annual Distributor BDM Conference and Development Program to reward BDMs for sales successes

*"At Tensens we understand the importance of partnering with businesses that share our values of honesty, integrity and professionalism, and that's why we're with True Blue Chemicals."*

*Ben Rodgers, Manager, Product Development  
Tensens, Sunshine Coast QLD*

*"True Blue Chemicals continue to embed themselves as our most valuable and prominent supplier. The range and quality of the products supported by value based selling methods and services enables our sales team to sell with confidence demanding premium prices whilst providing notable savings to end user clients through "cost in use" systems, supported by a range of added benefits from online and face to face training modules to reporting and auditing tools to assist with compliance matters."*

*Ryan Macdougall, Managing Director  
True Blue Hunter, Newcastle NSW*



*... a National Footprint with a 40  
plus strong network of Distributors  
specialising in the Healthcare,  
Hospitality, Education or  
Industrial sectors.*

# *leadership team capabilities*

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## **Executive Director**

With nearly 25 years' experience in the industry True Blue Chemicals Executive Director has the knowledge, skills and experience to guide the company's development, both strategically and operationally, ensuring we operate in an ethical and profitable manner in order to fulfil the objectives of customers, shareholders and staff.

Assisted by a strong leadership team our Executive Director ensures strategic growth plans are developed and executed in accordance with shareholders expectations of the business.

## **Sales Leadership capabilities**

True Blue has extensive depth and experience within its sales leadership ranks, gained from within the industry and other associated industries providing experience in sales force development, mentoring direct reports, conducting business reviews, initiating and driving promotions, and key accounts management. We strive for our sales team to be acknowledged as the 'best practice model', to be held up as gold standard for sales technique, results, values and behaviour.

Our Sales leaders understand the importance of teamwork and are driven to ensure our customers businesses grow alongside our own.

## **Commercial Management capabilities**

We have a robust financial and commercial system in place, which provides the financial data and support structure to enable sound business decisions to be made.

With a comprehensive understanding of numerical and technical data related to sales and marketing, our commercial team are continually analysing our business processes to maximise efficiencies to our customers.

## **Marketing capabilities**

The experienced marketing team ensures our brand and products are understood and supported in the marketplace, with our sales teams and distributors having the resources required to successfully promote our brands.

From websites, to online reporting and support documentation, True Blue Chemicals marketing is consistent and our message clear. We deliver the right marketing programs to the right audiences, driving growth across the True Blue Chemicals network.

## **Operations and Production capabilities**

Having strong relationships with an extensive supplier network locally and internationally to deliver cost efficiencies, we have a lean and efficient operation for the benefit of the business and the customer. Our personnel have extensive experience in production and distribution warehousing, and understand how to deliver to forecast, managing staff to meet manufacturing deadlines.

Our charter is to ensure the manufacture and delivery of a quality product, which meets the customers' needs and that True Blue Chemicals can be proud of.

## **Innovation and R&D capabilities**

With significant and long-standing involvement in the industry, True Blue Chemicals has successfully taken to market over 160 products formulating to the ever changing requirements of the industry.

We continually look for innovation and new product opportunities. Our qualified and experienced Chemist and R&D team formulate quality, cost effective cleaning solutions to deliver products compliant with OH&S, QA and environmental regulations.

# growth & future market trends

Whilst being acknowledged as a diverse and mature market, the Industrial and Institutional chemical market in Australia has an estimated annual revenue of \$1.02 Billion, with a projected growth rate of 2% pa\*. This growth is being driven predominantly by acquisitions and innovation, mainly through new products, green initiatives, dispensing and packaging.

Currently 65% of the I&I market is supplied by Manufacturers and 35% by Distributors. Being both a Manufacturer and having a strong network of distribution partners, True Blue Chemicals have the opportunity to sell via both channels.

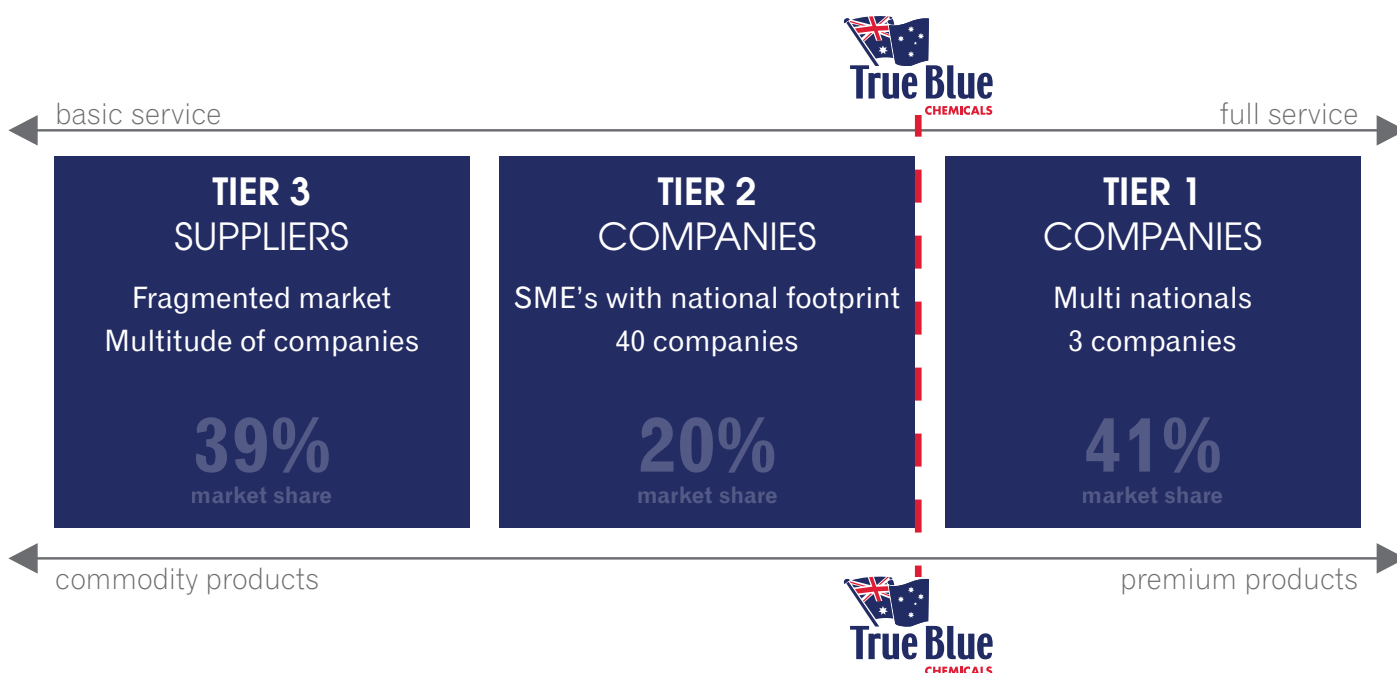
Within the competitor landscape True Blue Chemicals holds a strong position, sitting amongst the top of the Tier 2 companies, with Tier 1 being the Multinational companies Eco-lab, Diversy and Jasol, and Tier 2 being Australian owned businesses. It is our intent to be the leading company within the Tier 2 category. Together these 40 active Tier 1 and 2 companies command 61% of the total market.

Tier 3 suppliers consist of small firms in a 'cash and carry model'. An extremely fragmented market segment and ripe for acquisition opportunities, something that True Blue Chemicals has identified as a strategy for growth.

We believe that into the near future

- Market Consolidation with smaller companies unable to compete will occur
- Tier 2 companies will gain market share and capitalise on Tier 1 companies lack of flexibility and Tier 3 suppliers lack of expertise
- There will be a shift away from activity based (fixed-fee) pricing to simpler purchase and consume model as the value of service is better understood

With this in mind, True Blue Chemicals are well placed to capitalise on market opportunities to deliver growth and profitability for both ourselves and those companies that partner with us.



\*Frost & Sullivan: Analysis of the Industrial & Institutional Cleaning Chemicals Market in Australia. October 2012



*"At Pak-Rite we focus on offering products that are systemised, that offer real value by reducing the cost in use and that also help our customers meet or exceed their compliance levels, and True Blue Chemicals offers all of this within their product range, dispensing solutions and after sale service levels."*

*Bronte Hough, Managing Director  
Pak-Rite Group of Companies, Mount Barker SA*



“Healthy living every day”

## TRUE BLUE CHEMICALS

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