

mei+picchi

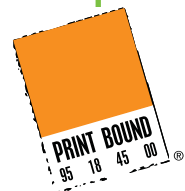


MARKITFORCE



AdvantageLine

in store strategy



GREEN



Everything we do influences
the in-store marketplace



What is the Economics Group?

An alliance of market-leading businesses that are environmentally responsible suppliers to the retail industry and beyond

What we can do for you...

mei + picchi

Shop Displays

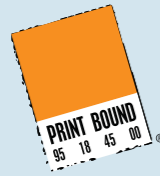


MARKITFORCE
Marketing Logistics



AdvantageLine
in store strategy

Merchandising Solutions



Printed Collateral



Supermarket
Equipment



Sustainability Certification



Sustainability Consultancy



The Economics Group Advantage...



The Economics Group alliance has attracted a group of market leading companies... all specialist suppliers to retailers, marketers and more. We cover a multitude of services that include shopfitting, merchandising solutions, printed collateral material, marketing logistics, sustainability certification of products in the built environment and sustainability advisors.



MARKETING LOGISTICS
SHOP FITTING, DISPLAYS
AND MERCHANDISING
DESIGN, PRINTING AND
MARKETING COLLATERAL
SUSTAINABILITY
CERTIFICATION AND
CONSULTING



The people behind the Economics Group...

Mike Farley CEO

- Director of POPAI ANZ from 2004 to 2009 and founding Chairman of POPAI Sustainability Committee.
- Previously Director and CEO of Hamlon Pty Ltd trading as SPOS – one of Australia's largest providers of retail merchandising solutions, custom displays and interactive media.
- Founded Redicall, a leading prepaid telecommunications company with annualised revenues of \$60m.
- Has won 28 International Awards of Excellence for marketing, merchandising, packaging, fundraising and promotional campaigns.

Martin Quinn COO and Director Business Development

- Experienced business development executive with roles in strategy management, sales, marketing and advertising.
- GM at Westfield, where he developed the successful Westfield BrandSpace business.
- Previously Director in International Strategic Marketing Group for the Coca Cola Company – based in the US
- Extensive experience in the advertising industry, with companies such as Clemenger BBDO where he ran the Lion Nathan, Arnotts, Pepsi and Pizza Hut businesses.

Neil Mitchell-Clark CFO

- Neil has 20 years experience working in senior executive and CFO roles providing fiscal and strategic leadership to both listed and larger private companies. He has worked across a broad spectrum of sectors with B2B service based businesses, including commercial real estate, print, warehousing and logistics, equipment financing, recruitment and media.
- Prior to this he spent 15 years working with Arthur Andersen and Coopers & Lybrand in the UK, The Netherlands and Australia, where he led the provision of audit and management consulting services for some of the firm's flagship clients.
- Neil is a Fellow of the Institute of Chartered Accountants (ICAEW) and a member of the AICD.

Noel Carroll Director

- Over 16 years experience in quality control, production and general management with companies such as RM Gow (Food Division), Sara Lee, Defiance Foods and McCain Foods before acquiring Michel's Patisserie in 1999, quickly turning it into one of the most successful retail food group businesses seen in Australia.
- Growing to around 400 retail outlets across Australia, as well as New Zealand and China, with an annual turnover of close to \$300 million, Michel's Patisserie was sold in 2007 to the public food company – Retail Food – joining their family of high profile brands including Donut King, Brumbies and BB's Cafe. At the time of sale, Michel's Patisserie had won many awards including Franchise Systems of the Year for three years in a row.
- Noel served on the NSW Board of Franchise Council of Australia before his appointment to the National Board of Franchise Council of Australia in 2004.

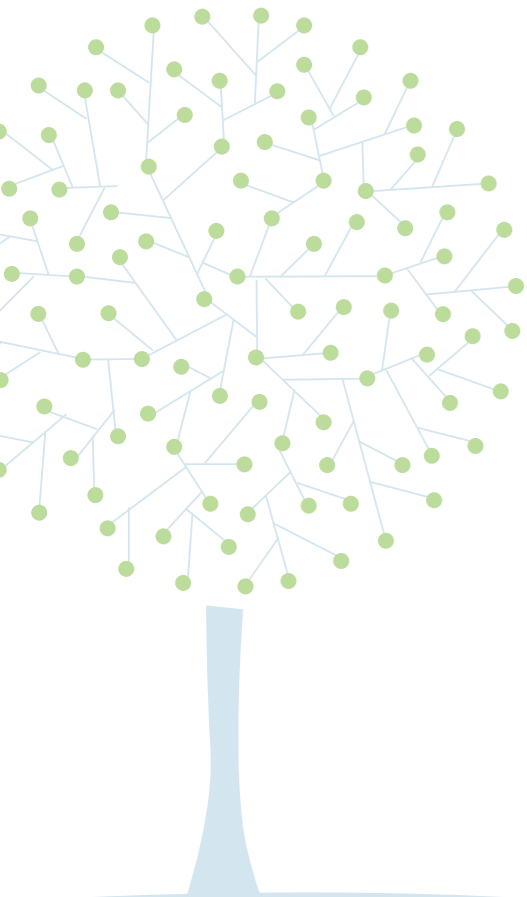
Kylea Tink Director

- 17 years experience in business management, strategic planning, communications and marketing.
- Since August 2008, Kylea has been the Managing Director for the McGrath Foundation; Kylea is responsible for both the day-to-day management of the business, as well as advising the Board on long term, strategic direction.
- Managing Director at Edelman for three years. Edelman is the world's largest independent public relations consultancy business. Kylea managed the company through an organizational change introducing new staff and business management procedures across the board.
- Kylea is a Constitutional Member of Planet Ark.

Graeme Maher Retail Advisory

- Graeme is one of Australia's most respected and leading retailers. Graeme's retail career has been in senior management positions in Woolworths, Partner and Managing Director of the National Fashion Chain Suzanne Grae. Director of Sportscraft and Saba, Director of the International facility company Cleanevent.
- Graeme has consulted to many of Australia's leading retail companies and was for many years Westfield Director of Human Resources and Retail Relations, former President of the NSW Country Retailers Association, former Director of the NSW Retail Trader's Association and former member of the NSW Small Business Development Corporation.

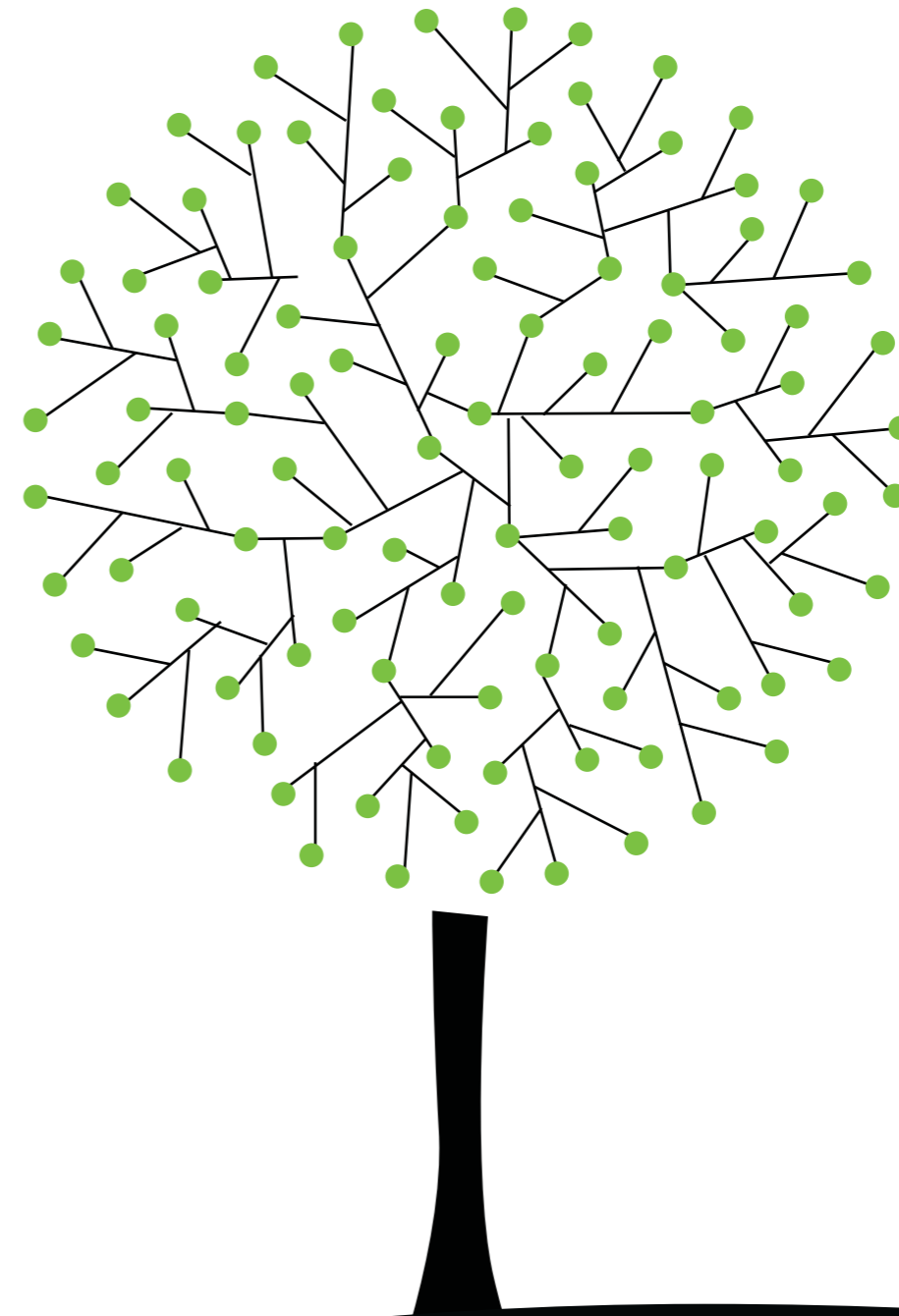




To be part of the
Economics Group Alliance

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martinquinn@economicsgroup.com.au
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www.economicsgroup.com.au



Retailing Systems and
Merchandising Products

Australia's Leader in Mannequins, Shop Fittings and In-store Merchandising Equipment

mei + picchi

What we can do for you

At mei + picchi, we are dedicated to providing inspiring, flexible, quality retailing systems and merchandising products to the Australian and New Zealand markets.

mei + picchi

...began in the 1930s as a mannequin manufacturer in the heart of Fitzroy, Melbourne. Founded by Italian immigrants, Mr. Mei and the Picchi brothers, mei + picchi brought skilled artisans to Australia who produced mannequins and visual merchandising displays for Melbourne's most prominent retailers and department stores.

In the 1980s the business expanded into the retailing systems business, adding shopfittings and other visual merchandising products, establishing exclusive relationships with internationally renowned manufacturers.

mei + picchi's clients include architects and designers, shopfitters and builders, and a varied array of retailers. The diverse range of products available cater to both retail and commercial projects.

mei + picchi have the capabilities to assist with custom requirements, from the simple refurbishment of a mannequin to large scale product rollout programs.



Solutions

- Spaceline Cable System
- Acrylic Solutions
- Stand Offs
- Rod System
- Vitraclip Shelving System
- Mini Puck
- Midi Puck
- Horizontal Slot Puck
- Push Ball Puck
- Push Button Puck

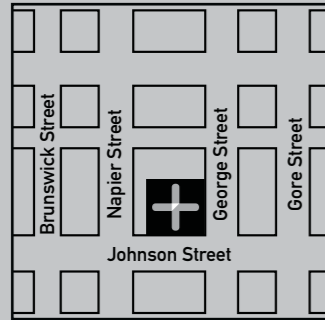


& Essentials

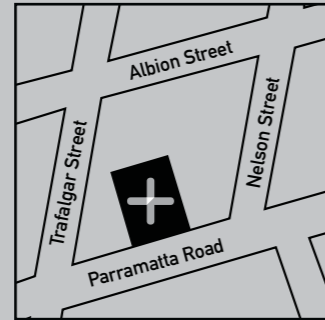


- Racks + Dump Bins
- Hangers
- Plastic Torsos + Bodyforms
- Cloth Busts
- Essentials Mannequins + Wigs
- Child Forms
- Brochure Holders
- Ticket + Sign Holders
- Poster Hanging Systems
- Jewellery + Acrylic Stands
- Display Accessories
- Cubes + Tables
- Autopole
- Wall Systems
- Gondola Floor Units
- Slatted Wall Systems
- Slatbox
- Showcases + Counters
- Point Of Sale

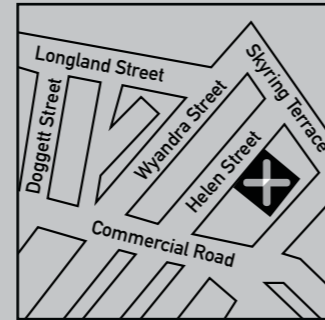




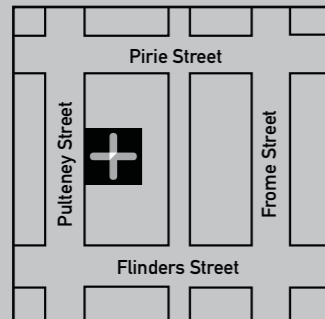
MELBOURNE
 191 Johnston Street
 Fitzroy 3065
 T 03 9900 4222
 F 03 9416 2363



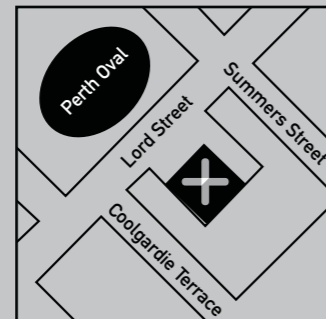
SYDNEY
 41-43 Parramatta Road
 Annandale 2038
 T 02 9550 2544
 F 02 9550 2290



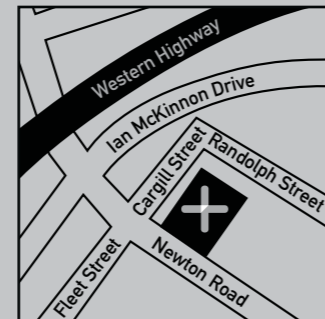
BRISBANE
 29a Helen Street
 Newstead QLD 4006
 T 07 3257 1711
 F 07 3257 1399



ADELAIDE
 176a Pulteney Street
 Adelaide SA 5000
 T 08 8232 2233
 F 08 8232 9433



PERTH
 254 Lord Street
 Perth WA 6000
 T 08 9227 6599
 F 08 9328 1328



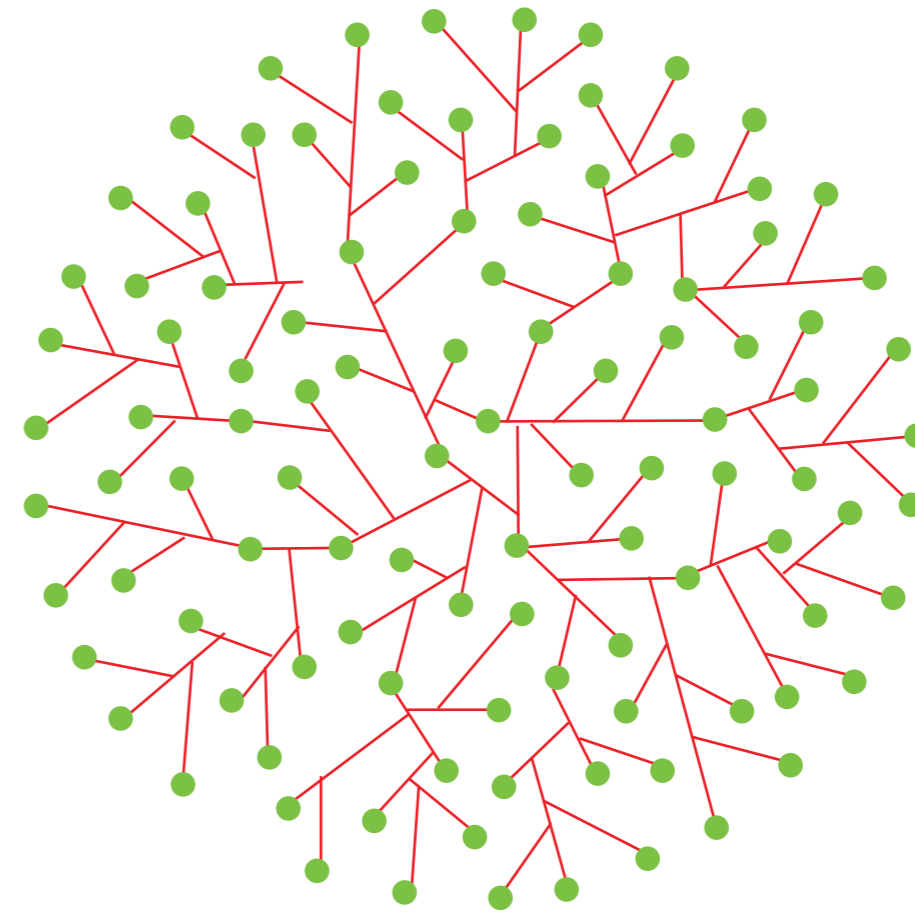
NEW ZEALAND
 86 Newton Road
 Eden Terrace Auckland 1010
 T 09 306 4025
 F 09 306 4026

mei+picchi

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 F 03 9416 2363
www.meipicchi.com.au



MARKITFORCE



**Marketing Logistics,
 Warehousing and Distribution**

Australia's Leader in Promotional Campaign Execution and POS Fulfillment



MARKITFORCE

What we can do for you

As the leader in marketing logistics Markitforce is committed to getting your promotional material to the right people, in the right quantity, at the right time. We remove the hassle of distributing your promotional and POS materials.

markitforce

...was established in 2001 with a business model built on the values of innovation, integrity and exceeding client expectations.

Our commitment to value-added services, quality, responsiveness and flexibility has seen the business expand rapidly working with many of Australia's leading blue chip brands.

We have warehousing and distribution facilities in Sydney, Melbourne, Brisbane, Adelaide, Perth and Auckland.

Markitforce was awarded the 2008 National iAward for e-logistics.



Key Services

- Marketing Logistics
- Warehousing
- Bonded Facilities
- Secure Caged Facilities for High Value Goods
- Therapeutic Goods Administration (TGA) Certified Facility
- Distribution
- Online Client Management Systems
- Sustainable Shrink Wrapping and Recycling
- Service Guarantee

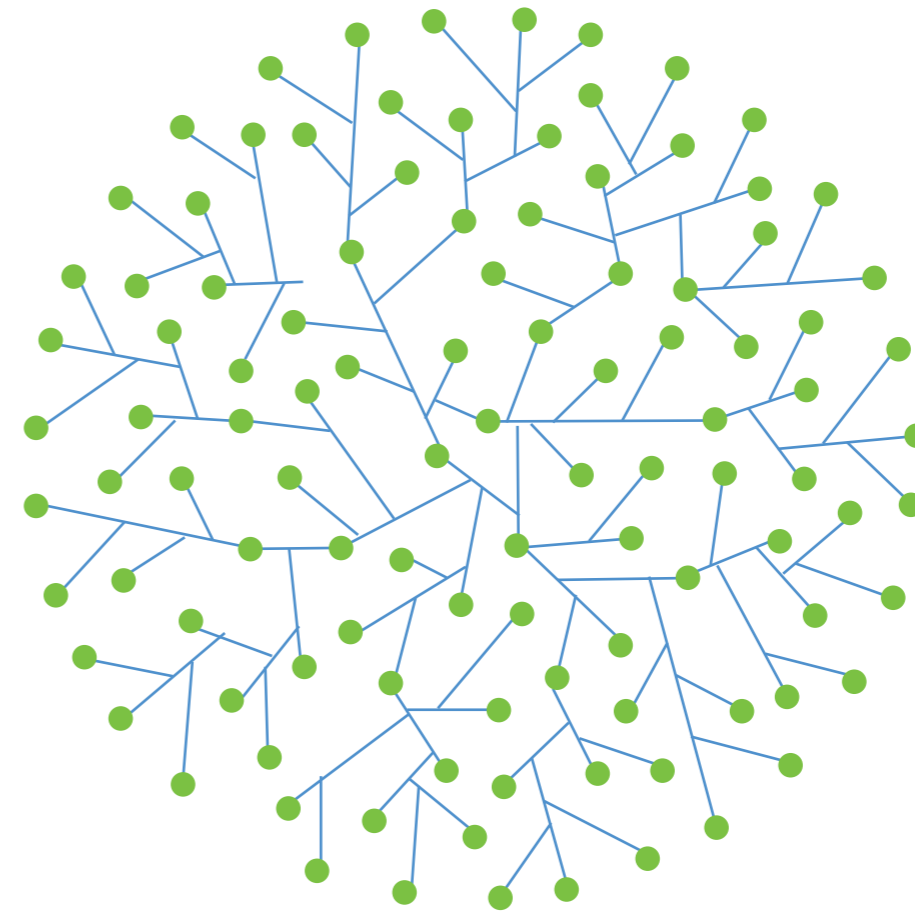
Marketing logistics solutions

- Promotional Campaign Execution
- POS and Product Fulfillment
- Pick and Pack Kitting
- Third Party Logistics
- Packaging Solutions
- Consumer Redemptions
- Security
- Climate Control Facilities





AdvantageLine
in store strategy



MARKITFORCE

MARKITFORCE
1-13 Childs Road
Chipping Norton NSW 2170
T 02 8717 4444
F 02 8717 4445

www.markitforce.com.au

Merchandising Solutions

Market Leading Merchandising Strategy, Design and Solutions Provider
Maximising Permanent Brand Presence in Retail Environments

What we can do for you

We develop merchandising solutions that assist our clients to secure 'retail real estate' that ensures they have a permanent brand presence in retail environments. Our purpose is to strengthen the competitive position of every client's business through a strategic approach to the development of retail merchandising. We focus on big ideas that challenge convention and help to redefine or 'change the game' for our clients within their category.

advantage line

We believe that effective retail brand presence involves the careful management of an in-store marketing program that;

- Maintains distribution and penetration of your products and support tools
- Secures high visibility of your brand and offer in key consumer paths
- Reinforces the key attributes and associations of your brand
- Keeps your offer 'fresh', dynamic and modern
- Is sustainable and efficient, balancing investment and returns



Strategic Consulting

- Retail Analysis
- Buyer Behaviour Research
- Sales Data Analysis
- Brand Merchandising Strategy
- Channel Strategy



Design

- Concept Development
- Form Studies and Prototyping
- Retail Simulation and Animation
- Planogramming
- Graphics and Communications

Project Management

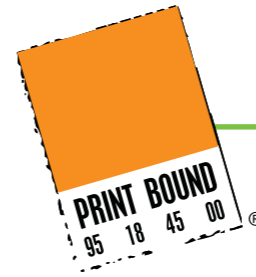
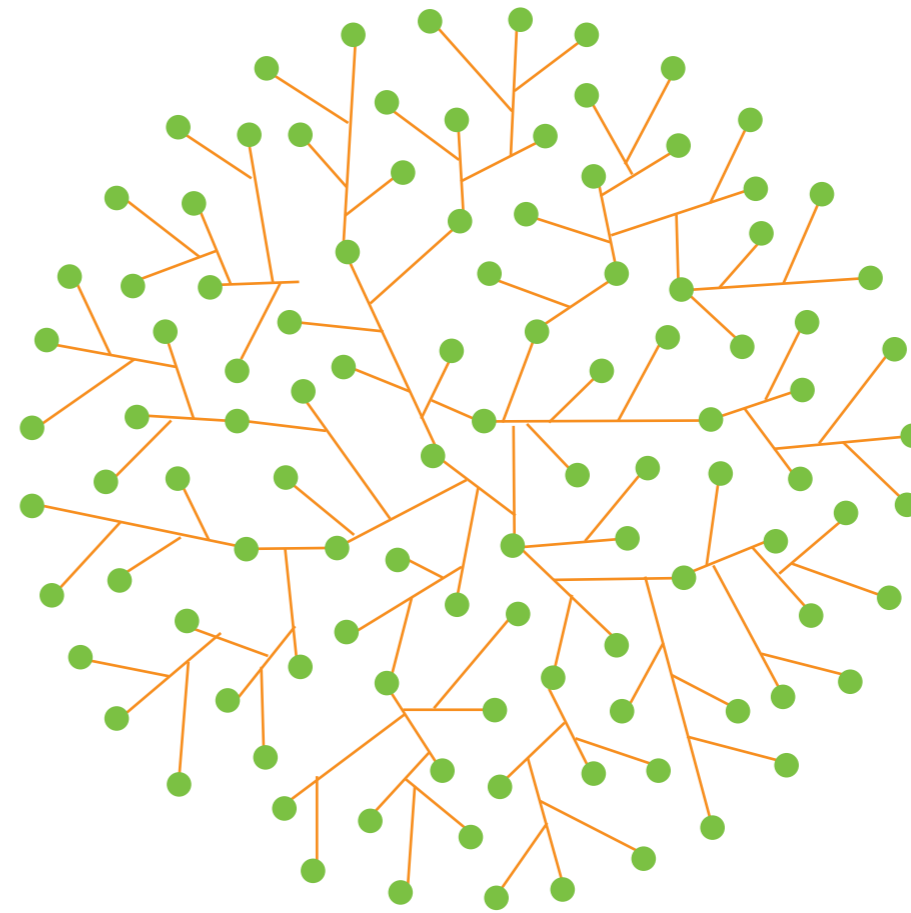
- Project Control
- Supply Chain and Logistics Management
- Installation and Maintenance
- Store Database Management
- Retail Launch Support
- Merchandising Support



- Ready to Order
- Ready to Brand
- Unique and Versatile
- Display Innovations
- Affordable
- Global

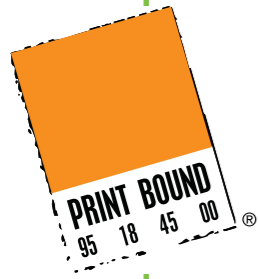


ADVANTAGE LINE
1 Middleton Road
Cromer NSW 2099
T 02 9971 5709
F 02 9971 5087
www.advantageline.com.au



Design, Printing and Marketing Collateral

Australia's Leading Environmentally Aware Printers



What we can do for you

To us, printing is not just ink on paper, it is a process of skills and precision to create a physical representation of our clients' thoughts, ideas and inspirations.

print bound

...has not been an overnight success. Over time we have built a reputation based on respect. Since our humble beginnings in 1991, we have proven ourselves repeatedly to both our industry peers and our clients.

We strive to practise what we preach by proceeding along an environmentally sustainable path. We are committed to creating a green future by implementing our Environmental Management System and embracing the whole process through all aspects of the way we do business. The cleangreenprint.com® concept has been created by the group to provide consumers and specifiers of print, information on the environmental impact of printing. By doing this, we aim to help them make environmentally sound choices in the way literature is printed. We invite you to visit our cleangreenprint.com website which demonstrates our commitment to green printing and the environment.

Certifications

As a FSC Certified Printer, we can purchase FSC certified paper from certified paper suppliers to complete the Chain of Custody. Greenhouse Challenge Plus is a joint initiative between the Federal Government and industry to reduce gas emission. ISO 14001 Certification is a fully audited system that minimises the environmental effects of manufacturing and continually improves environmental performance.



Creative

- Branding
- Logo Design
- Advertising
- Copywriting
- Web Design
- E-Commerce Solutions
- Multimedia Presentations
- Photography
- Image Creation / Photo Retouching



Offset Printing



- Brochures
- Catalogues
- Magazines
- Annual Reports
- Books
- Posters
- Folders
- Leaflets / Flyers
- Postcards
- Stationery
- Business Cards
- Storage
- Proofing
- CTP



- Packing Cartons
- Banners
- Car / Wall / Window Graphics
- Light Boxes
- Counter Trays (Impulse Sales)
- Permanent / Non-Permanent
- Customised Solutions
- POS Displays

POS/POP

Digital Printing

- Short Run
- Direct Mail
- Finishing
Spot Varnish /
Laminating /
Diecutting /
Binding

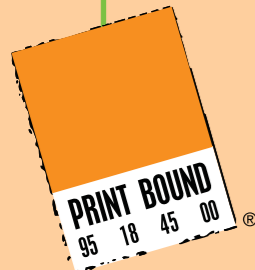
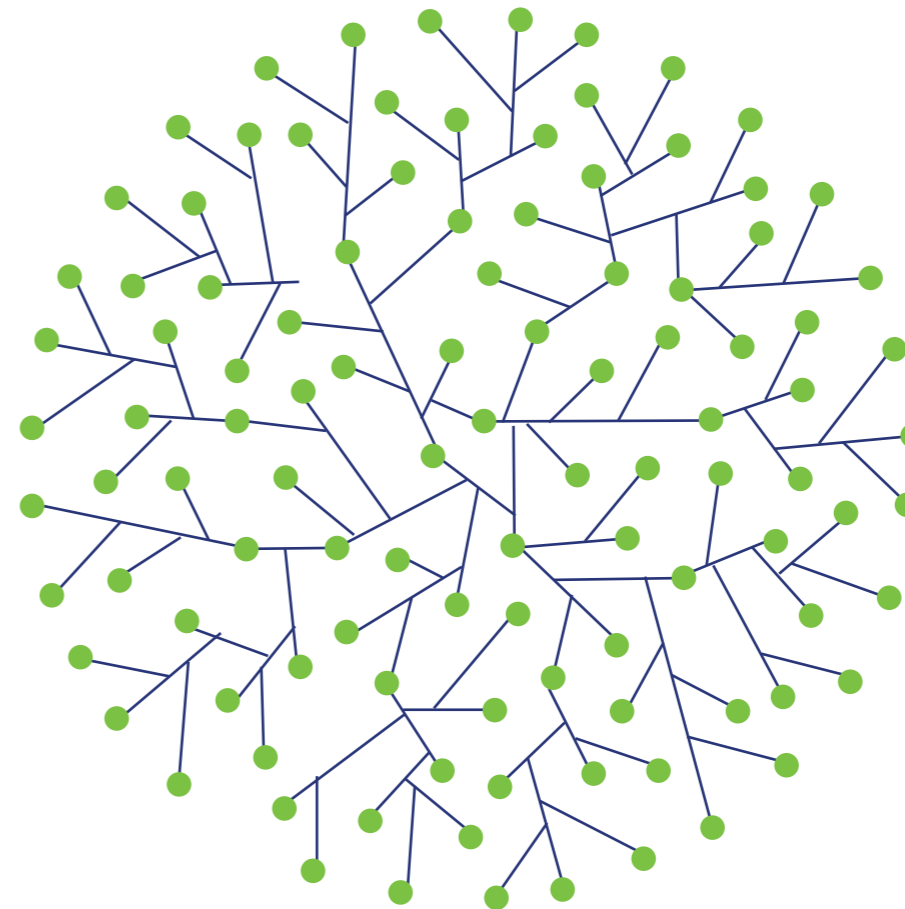


Sustainability

Our entire organisational process is an expression of our green philosophy. From the environmentally friendly solutions used in the design and printing process through to the green technologies we employ.

We constantly evaluate, initiate and improve our systems and processes to reduce the impact on the environment. We are committed to reduce, recycle and reuse all waste from the printing process.

- Voc Free Vegetable Based Inks
- Rainwater Tanks
- Wonder Glass Roofing
- Recycled Water System
- Energy Efficient
- Lighting
- Chemical Reduction
- Complete Waste Management



PRINT BOUND
22 Cleeland Road
Oakleigh South VIC 3167
T 03 9900 4222
F 03 9416 2363

www.printbound.com.au

Supermarket Equipment and Bulk Food Displays

Innovative Designer and Manufacturer of POP Equipment



What we can do for you

SSE is a leading designer and manufacturer of supermarket and bulk food display equipment. SSE is driven by its commitment to providing premium quality products designed to enhance the retail environment at very competitive prices.

sse

The team at SSE have over 30 years experience in POP design and manufacturing.

There is nothing more important to them than designing quality fixtures that exceed our client's expectations.

They have extensive manufacturing capacity in metal shelving and displays, joinery, stainless steel equipment, acrylic and wire products.

The efficient and low cost R&D capabilities and national supply and installation services has made them a major supplier to leading supermarket chains and other food retailers throughout Australia.



Key Products

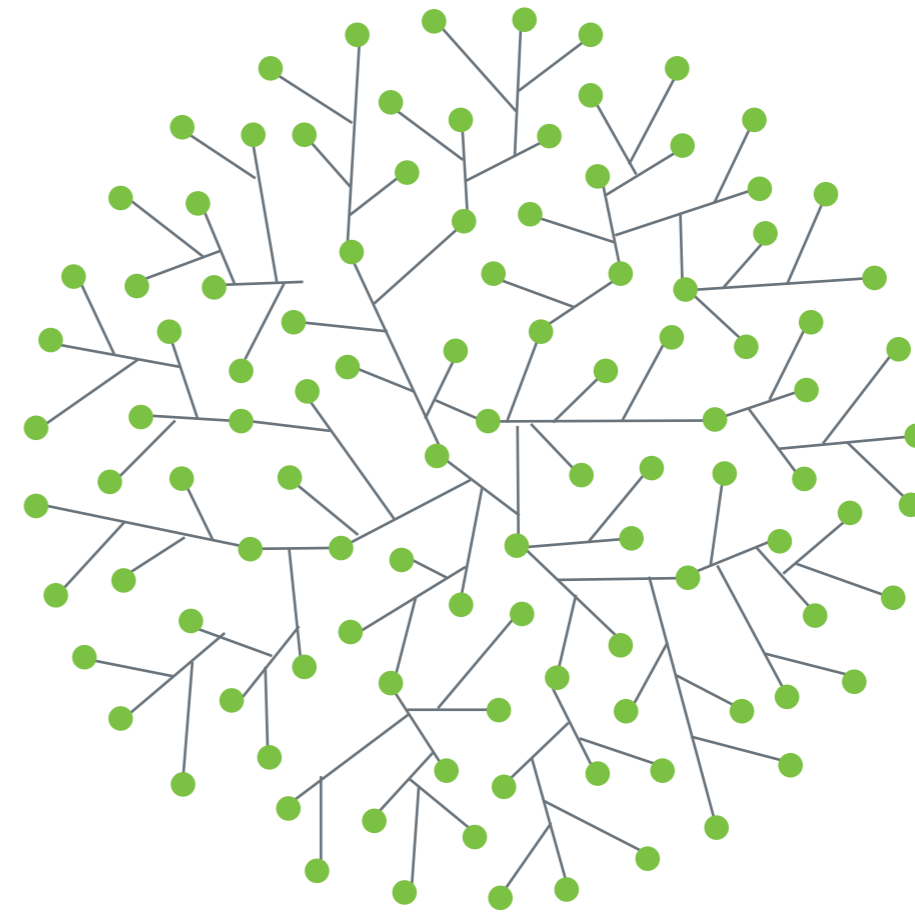
- SSE Heavy Duty Supermarket Shelving
- Durapod Bulk Food System
- TULSA Supermarket Shelving
- Stainless Steel Equipment
- Wire Shelving and Displays
- Acrylic Displays
- Bakery Displays
- Produce Displays
- Floral Displays
- Mobile Displays
- Gravity Feed Roller Shelf System
- Checkouts
- Cool Room Racking
- Stock and Material Handling Trolleys
- Joinery



Key Services

- Design
- Manufacture
- Installation





SSE SHOPFITTING
6 Marstan Close
Gosford West NSW 2250
T 02 4324 2155

Sustainability Certifier of Products and Materials

World's Leading Researcher and Certifier of Products and Materials in the Built Environment



What can we do for you

ecospecifier global GreenTag™ certifies the sustainability of built environment, shop fitting and consumer products using whole of life assessment.

Provides powerful Eco-label and Search tools that make complex research and decision making processes by designers and specifiers simple, fast and cost effective, cutting research time for green products by up to 90%.

Communicates solutions which avoid or reduce the environmental impact associated with specifications.

ecospecifier global

ecospecifier has a knowledge base of over 6000 eco-products, eco-materials, technologies and resources. They are the leading global source of sustainable development & life-cycle assessed green product information.

Linking highly trusted and independent information with a powerful online search interface, ecospecifier does the materials research for you, delivering innovative sustainable product solutions with unique difference.

Categorising products according to building rating scheme compliance such as Green Star®* and recognised as a third party certifier by the Green Building Councils of Australia and New Zealand, ecospecifier helps reduce the time and costs of implementing Best Practice in sustainability.



Services

- Independent Green Product Advice, Life Cycle Assessment and Product Eco-Ratings
- Green Star® 3RD Party Materials Certification
- Source of Independent Information for Designers
- Knowledge Base of 6,000+ Eco-Products and Materials with Powerful Search Functions
- Innovative Sustainable Product Solutions
- Guidance on Green Priority Setting
- Categorises Products by Rating Schemes Globally
- Reduces Time and Costs in Implementing Best Sustainable Practice
- Education and Training Services
- Global Green Design and Product Consulting Services
- Sustainability Keynote Speaker Services

Products

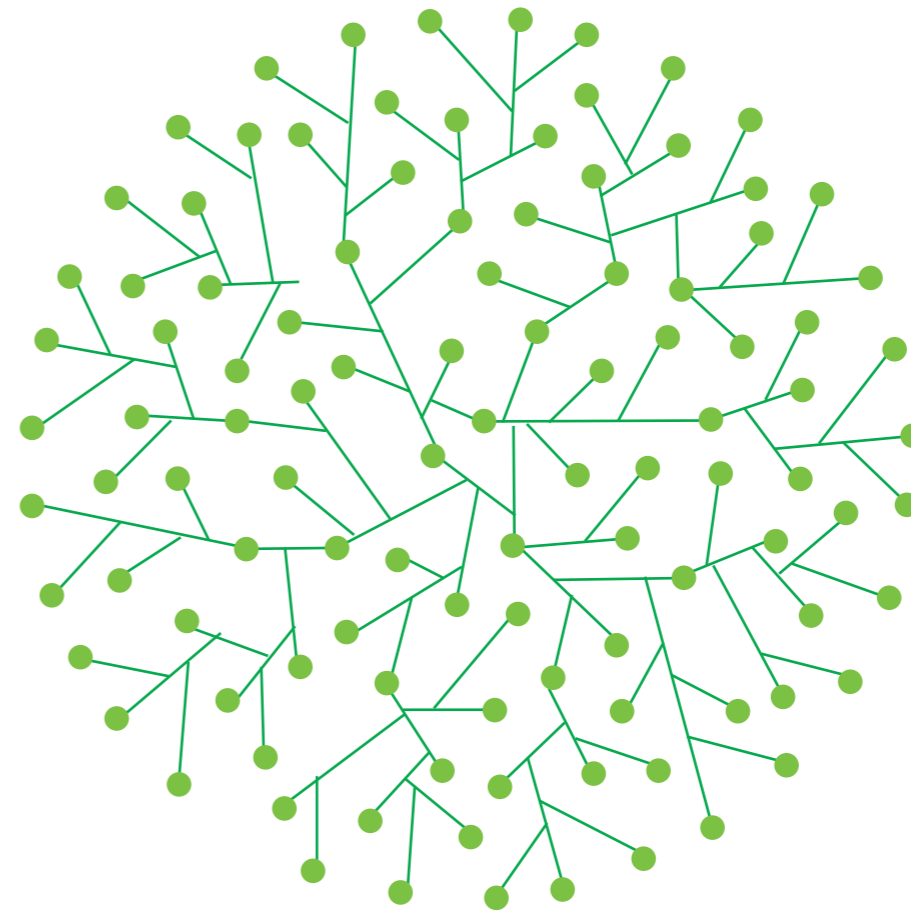
- Global GreenTag™ Rating and Certification Program
- Global Verified Products Program
- Education and Training Modules
- Sustainability Publications



GREEN



FOR RETAIL



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Cannon Hill QLD 4170
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F 1300 304 690

www.ecospecifier.com.au

Sustainability Consultants

Australia's only Retail and Consumer-focussed Sustainability Firm



What we can do for you

Green for Retail (G4R) is not just another sustainability consultancy. What makes us unique is our exclusive focus on retailers, suppliers to retail and those consumer brands reliant on selling through retailers. With a strong background in the retail and FMCG sectors, our consultants understand the special challenges faced by the retail sector and the dynamics at work in reaching the consumer through retail.

green for retail

We combine our understanding of the retail sector with a focus on practical business solutions and an eye to the bottom line. We genuinely believe that sustainability needs to provide a return on investment for business as well as the environment, and we work with you to ensure that sustainability programs stack up commercially. Any other approach sees sustainability efforts end up on an ideological scrap heap.

Our aim is to help you to make genuine progress in sustainability and social responsibility, and no job is too big or too small. Our services and expertise cover the breadth of sustainability issues, including broad vision and strategy development, tactical project and product management, detailed benchmarking, reporting and data analytics. Whether you are just getting started or already well down the track we are here to help make sustainability a part of your company's future profitability and growth.



Services

Just Getting Started? Greening Program®

Green for Retail has developed a step-by-step process to kick start a commercially rewarding sustainability program for those businesses new to the game and unsure where to begin, or lacking the resource needed to start the ball rolling. The Program includes:

- Baseline Measurement – Carbon, Waste, Water
- Sustainability Planning – Including Estimated ROI
- Staff Training and Engagement
- Project Management

A La Carte Services

2011-12 SUSTAINABILITY PLAN

INITIATIVES	2012 TARGET
ENERGY	5% ENERGY REDUCTION
WASTE	10% CO ₂ REDUCTION
PAPER	30% PAPER REDUCTION
FUEL	10% REDUCED FUEL EXPENDITURE
WATER	5% WATER REDUCTION
ENGAGEMENT	100% STAFF, 75% SUPPLIERS

TOMORROW LEADERSHIP

- More customers choosing our "Green" environmentally friendly products
- Environmental advocates across our business
- Staff 80% aligned to good environmental outcomes
- Improved credentials across our range
- Formal recognition through certification (ISO 14001 & ISO 26000)
- High completion rate for current initiatives
- Continuing development of new initiatives

Measurement and Reporting

- Baseline Measurement and Tracking
- Compliance Reporting

Engagement

- Staff Training
- Customer/Consumer Advocacy

BASELINE CARBON FOOTPRINT

COMPANY'S 2009-10 CARBON FOOTPRINT WAS 25,000 TONNES, WHICH EQUATES TO 6.3 TONNES PER EMPLOYEE

Scope	Category	Description	Consumption	Estimated Emissions (tCO ₂ e)
Scope 1	Automotive Diesel Oil	Transport Fuel - Operating costs of Company Cars	6.9 KL	28.8
	Ethanol	Transport Fuel - Operating costs of Company Cars	5.9 KL	6.3
	Industrial Diesel Oil	Transport Fuel - Operating costs of Company Cars	22.0 KL	58.9
	LPG	Transport Fuel - Operating costs of Company Cars	29.6 KL	47.2
	Natural Gas	Heat for building services (boilers in store)	54.2 m ³	2.8
	Petrol/Gasoline	Transport Fuel - Operating costs of Company Cars	180.0 KL	471.3
	Petrol/Gasoline	Transport Fuel - Company owned vehicles	4.7 KL	11.2
	Purchased Electricity	Electricity from purchased electricity	25,277.2 MWh	23,846.9
	Oil Traced	Fuel used in transport vehicles at retail	1,802,945 Litres	808.4
	Rental Cars	Fuel used in transport vehicles at retail	-	-
Taxi	Fuel used in transport vehicles at retail	-	-	
Paper	-	-	-	
Freight	-	-	-	

In 2009-10, Company's carbon footprint measured

EXPOSURE TO ELECTRICITY PRICE INCREASES

CONTINUED INVESTMENTS IN ENERGY EFFICIENCY CAN HELP TO OFFSET ELECTRICITY COSTS, WHICH ARE EXPECTED TO INCREASE TO ALMOST \$600k BY 2015

State	Projected 2010-11 Electricity Price Increase
New South Wales	17%
Queensland	13.3%
Victoria	3.8%

State	Projected 2015 Electricity Price Increase
New South Wales	53%
Queensland	75.5%
Victoria	12.8%

Company spent over \$370k on electricity in 2009-10. If consumption remained flat, Company could expect to pay 9.8% more in 2010-11, and an additional \$200k by 2015

Year	Electricity Cost
2009-10	\$370,482
Forecast Cost 2010-11	\$406,790
Forecast Cost 2015	\$580,710

Over 50% increase

At the Next Stage?

Already going Green, but want greater returns from your investment?
Have Green projects that just aren't getting off the ground?
Facing risks that you need to resolve?
Need to be armed with data to support your sustainability plans & positioning?

For companies already on the sustainability journey Green for Retail can help in a variety of ways depending upon the issues you may be facing.

Strategy and Planning

- Organisation-Wide Assessment
- Green Marketing and Clear Communication
- Target Setting
- Carbon Risk Planning

Project and Product Management

- Green Product Development
- Ethical Sourcing and Green Procurement
- Waste Reduction Projects
- Energy Efficiency Pilots



The Economics Group and the Environment

Some companies within the Economics Group have achieved the following certifications and initiatives:

Each member of the Group is an environmentally responsible supplier, working to optimise the sustainability of their business operations and their products.



Cert no. SCS-COC-00790
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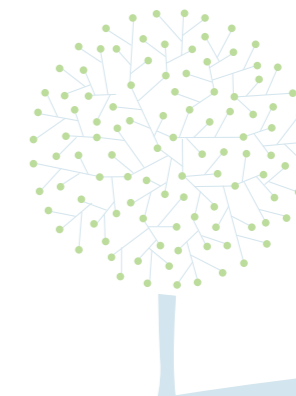
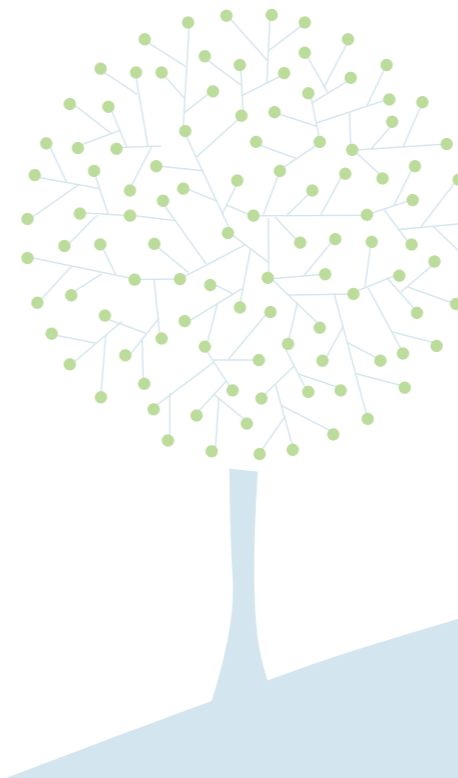


CERTIFIED ENVIRONMENTAL MANAGEMENT SYSTEM
ISO 14001

ecospecifier global GREEN TAG CERTIFIED



- Sustainability Strategies
- Energy Efficiency
- Water Savings
- Waste Minimisation
- Carbon Reduction
- Supply Chain Engagement
- Staff Training
- Certification



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mei + picchi



MARKITFORCE



AdvantageLine
in store strategy



GREEN



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