

# SpecTex15 - Done and Dusted!

## **SPECTEX15 - DONE AND DUSTED!**

We are pleased to announce another successful exhibition at SpexTex15. Distributors and suppliers from around the country congregated in Melbourne over the weekend to find out what's new in the industry.

Spectex15 was the ideal platform to officially launch the new PolyPlan range of architectural fabrics as well as the All Seasons Collection for outdoor blinds. [Click here](#) for further information regarding these products.



The exhibition provided an excellent atmosphere and allowed us to meet some new faces as well as continue to foster the loyal and long-standing relationships we have with our existing customers. Various speakers presented their valuable tips and tricks to those at the show on how to succeed in the industry. Our own Managing Director, Chris Nolan, presented to his ardent audience information on the pros and cons of mesh & clear PVC, providing those in the industry with an even greater awareness on how to inform customers of their product. Other presentations, including Human Resources Myth busters, and the potential of B2B marketing through social media, proved to be valuable to our company in further promoting our products to the public.

All in all, the weekend was a major success, as not only were we able to promote our new product offering, but we continued to nurture the ever so important relationships with our customers and suppliers. After all, that is what this industry is all about.