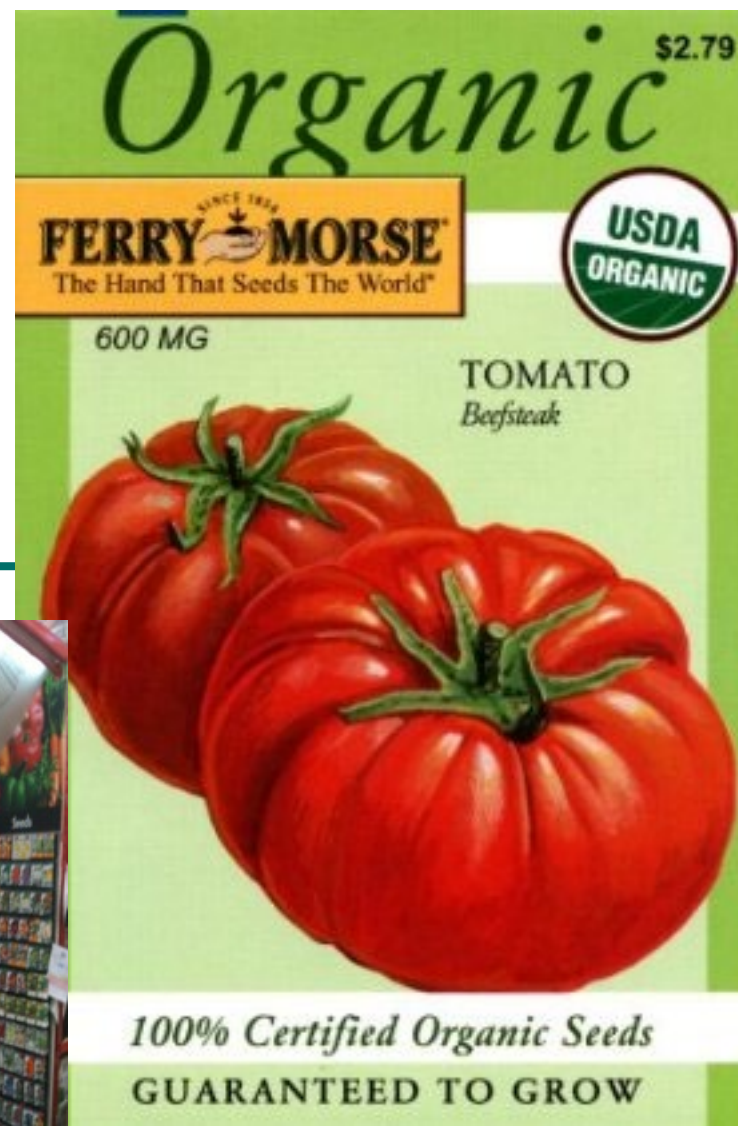
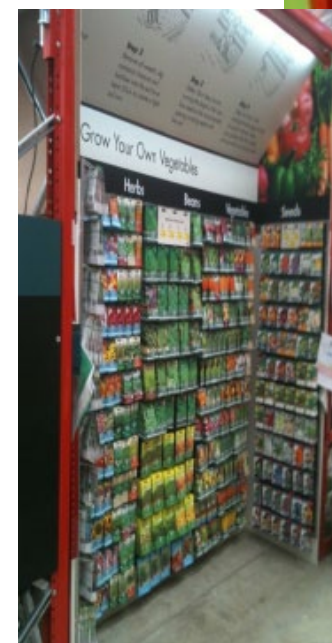


MAKING WAY FOR NEW GROWTH

*NEW PLANT SEED CATEGORY
RESET IN 200 BUNNINGS STORES*



“WE HAVE BEEN **EXTREMELY PLEASED** WITH THE WORK CROSSMARK HAS CARRIED OUT FOR US ON THIS BUNNINGS ROLL OUT. IT WAS **A CRITICALLY IMPORTANT PROJECT** FOR OUR BUSINESS AND **THEIR TEAM REALLY DELIVERED**. I WOULD GO AS FAR AS SAYING THAT THEIR STAFF WERE LIKE AN EXTENSION OF OUR OWN SALES TEAM, WORKING WITH US TO ENSURE **THIS PROJECT WAS DELIVERED TO THE CUSTOMER’S SATISFACTION AND ON TIME.**”

– AARON WHITEHOUSE, SALES & MARKETING DIRECTOR OF MR FOTHERGILL’S

CROSSMARK was tasked with the complete bay refit, including the removal of all current racking and POS to be replaced with the new layouts as well as loading of the new range. This is one of the most difficult refits CROSSMARK has undertaken due to the tradesman-like skills required of our personnel to install the POS in a variety of differing store layouts. The total overhaul of the plant seed category began with the current incumbent being removed from the planogram. Then CROSSMARK supplied all 200 stores with the new planogram, ensuring compliance to new range in-store was achieved. All stores were completed within the 6-week schedule.