

## RapidClean Group supports Aussie manufacturers first

Supporting our home-grown manufacturers hasn't always been financially viable for cleaning suppliers and distributors, however, the benefits and advantages are slowly increasing. RapidClean Group's general manager, **Bruce Lees**, speaks to INCLEAN's editor, Kim Taranto, to share his views on supporting Australian made and how it can benefit the industry overall.

### Q. What Australian made products does RapidClean sell/support?

RapidClean supports many Australian made products. All of our RapidClean cleaning chemicals are made in Australia as are the majority of our paper products. Additionally many of our preferred suppliers manufacture products in Australia including Solaris with a huge manufacturing plant in western Sydney. Diversey, Ecolab, Septone, Tasman and Deb are also RapidClean preferred suppliers that manufacture products in Australia.

Our newest preferred supplier is a company called Aussie Pumps and they are a company that has been manufacturing in Australia for many years. Their products are tough and built to handle the Australian environment.



RapidClean's Bruce Lees (right) and Aussie Pumps' Hamish Lorenz shake hands to seal the deal on their preferred supplier partnership

The reason for adding Aussie Pumps to the Group's preferred supplier list is that their equipment is a very different to the products found in the local hardware store. They look and perform like commercial standard equipment which fits well with RapidClean providing products for professional cleaners. Also, the fact that they are assembled in Australia means there is a consistent supply of spare parts and servicing that can be completed quickly to get the machines back on the job.

### Q. How long has RapidClean been a supporter of Australian made products?

RapidClean has been in business since 1985 and almost since inception we have supported Australian made products. In fact our cleaning chemicals have always been manufactured in Australia and will be into the foreseeable future.

### Q. Are there financial benefits/advantages to supporting Australian made?

There are no financial benefits in supporting Australian made products but there are significant advantages. One of the greatest advantages is the generally higher product quality and product consistency. RapidClean stores primarily supply businesses that have no time to waste on poor products or products that are good one batch and poor the next. Our customers want the products to be well priced, commercial quality every time and it is our job to provide those products.

Another benefit is the shorter lead times from local manufacturers. The cleaning supplies industry can be very dynamic and our local suppliers are able to respond quickly to our needs to ensure our customers receive their products promptly.

### Q. What does it mean to RapidClean to support local manufacturers?

RapidClean is an Australian company with over 45 locally owned cleaning supply stores throughout Australia. Over the past 30 years there has been a significant reduction in the amount of products that are made in Australia. So we feel it is important to support the companies that are still manufacturing here.

An encouraging sign is that with the drop in the dollar some production is returning to Australia and we have recently made the decision to switch our Deluxe 400 sheet 2 ply toilet paper from an overseas supplier to an Australian company. We will look for more opportunities to do that and are also in negotiations with a local manufacturer of carpet cleaning equipment to be added to our product range.

### Q. Do you think it makes a difference to the purchasing decision of the end user?

It is difficult to tell how much influence the Australian made factor affects the decision making process of our customers. Like a lot of Australians I was born overseas but I have a great passion for the success of Australian's and their businesses. I think that is the case

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