

# Granitgard™

NON TOXIC TERMITE BARRIER

## Expression of Interest Package

The future of

TERMITE PROTECTION

today



## Our Company

**Granitgard** has been used in Australia since 1992, has been installed around in excess of 200,000 buildings and has proven to be competitive against other systems. The features and approvals that the system has gained can be summarised as follows:

- Included in Australian Standard 3660.1 under its own category (section 7) as a deemed-to satisfy system.
- Certified by the Australian Building Codes Board.
- Assessed by the CSIRO under their ABSAC number 269.
- Approved by all Councils throughout Australia.
- Is a natural and environmentally sustainable product. Has Greensmart and Environmental Labelling Association endorsement.
- Provides permanent non-chemical protection that does not require re-treatment.
- Fills the cavity and prevents termites entering this area and roaming the internal perimeter, seeking entry points, as they can do with other systems.
- Is backed by a 10 year whole-of-building warranty.
- One of 2 products approved by State Public Works Authorities to protect Government Schools around Australia.
- Over 90 licenced operators installing the system around Australia.

## Our Corporate Mission Statement

“To be a world class Licensor through selecting and training licensees to profitably manage an outstanding Pest Management Business. To achieve this goal we are innovative and responsible in our approach in business. We work as a team providing attention to detail but never losing the bigger picture. We recognise the need to provide leadership in all areas of operations, marketing and systems development.’

To achieve this objective, our industry experience has proven the best way to achieve this is to establish a highly qualified team of experts who will provide the services, advice and expertise our Licensees need to operate a successful business.

1. Training and Technical Support
2. National and Local Marketing
3. Research and Development
4. Purchasing
5. Information Technology
6. Licensee Advisory Council



## **1. Training and Technical Support**

Training is the key to the success of every Granitgard licensee.

All installers undergo a comprehensive training program complemented by an in-depth training manual. This program is undertaken with every new Licensee and any subsequent employed installers and will be overseen by the Technical Department of Granitgard. Together with training, continuous technical support is also available to our Licensees.

## **2. National and Local Marketing**

At Granitgard, we believe that a proactive Marketing and Development program is essential to the future development and growth of both Granitgard and our Licensee Network. The backbone of the Annual National Marketing Calendar is the promotions that run Australia-wide and receive extensive exposure. To achieve this, Granitgard works closely with National organisations like MBA, HIA, AIBS, RAA, AEPMA, governmental and regulatory bodies to ensure reticulated systems get the recognition in the pest management industry.

Our Marketing and Development Program is lead by Office Support and overseen by our General Manager.

The responsibility for the coordination of marketing seminars with Licensees to the homeowners, builders, building designers, Architects and Certifiers, and the organisation of Granitgard's promotional activities and marketing mediums lies within this department.

## **3. Research and Development**

Continuing Granitgard's commitment to bring one of the best termite management options in the market, constant monitoring of our Systems and its elements is a vital component of Granitgard's success.

Granitgard has allocated Operations, Management and Technical resources to continually examine our systems and their existing chemical elements, as well as, research new products and their capability to be used within our systems to achieve the highest level of termite protection in the industry.

## **4. Purchasing**

We utilize the volumes generated by all of our Licensees to procure the highest quality component at the best price.

Leveraging our unique position as the leader in reticulated systems, Granitgard buys direct from manufactures in both Australia and overseas, passing the savings on to our Licensees. With group purchasing it has provided Licensees an edge on the competition.



## 5. Information Technology

To stay ahead of the competition, Licensees have the use of leading edge technologies to deliver productivity and efficiency via our official website, [www.granitgard.com.au](http://www.granitgard.com.au) our licensees can stay informed of what is occurring in the industry and within our company.

In addition to our website, licensees are given access to Granitgard's intranet site <http://www.gointranet.com/granitgard> to participate in public and restricted licensee forums to keep up to date with technical and operational issues. (this is still being developed)

## 6. Licensee Advisory Council

The mission statement of the LAC is "to promote and ensure mutual benefits to Granitgard, its licensees, suppliers and other key stakeholders involved in Granitgard."

The purpose of the LAC is "to promote and develop a structured and constructive line of communication between Granitgard management and Licensees."

The LAC promotes an interchange of ideas between all parties and provides a forum for the discussion of mutual concerns in order to achieve common goals such as, but not limited to:

- Product;
- Product supply and services;
- Operational issues;
- Advertising and promotion;
- Administrative issues;
- Image;
- Training and development;
- Marketing;
- Communication;
- Manual and contractual changes;
- Manual and contractual changes;
- Supplier or advertising agency issues;

The LAC has members from all regions around Australia and meets 3 or 4 times a year.



## **Prospective New Licensee Expression of Interest**

In order to become a Granitgard Licensee your company must be fully licensed in the respective state for termite management and/or currently be involved in the pretreat for termites in new constructions.

### **Licensee Qualifications**

- ✓ Necessary capital investment and for financial requirements
- ✓ Manpower commitments including personnel to be trained
- ✓ Business experience in the local market – where you are seeking a license
- ✓ Willingness to adhere to the Granitgard Licensee System
- ✓ A strong desire to succeed, work hard and be part of a winning team

### **Required Items**

- ✓ PCO License
- ✓ Necessary State Building Authority License
- ✓ Vehicle equipped to handle the Granitgard System and capability to inject Granitgard Systems to the levels required.

### **Required Investment**

In order to become a part of the Granitgard License team, a prospective Licensee can pay between A\$1500 and A\$6000 per annum for a License; however, this figure will be negotiable on the territory, scope of operations, amount of building activity and other factors.

### **Next Step Complete an “Expression of Interest” Application**

Complete the “Expression of Interest Form” below and submit together with a cheque for A\$330 inclusive of GST, a refundable Service Fee that will allow Granitgard to prepare necessary documentation and provide you with a material necessary under the relevant legislation.

Submit completed forms to Granitgard (Mail: PO BOX 1537, OXFENFORD Q 4210; Fax (07 55 734 597; Email to [support@granitgard.com.au](mailto:support@granitgard.com.au) ) for review and approval.



## Expression of Interest Form

Company Name: \_\_\_\_\_

Registered trading or Business names under which the business will be carried on:  
(Please attach a copy of Certificate of Business Name Registration):

\_\_\_\_\_

Company and/or partnership details: \_\_\_\_\_

ABN: \_\_\_\_\_

Phone/Fax: Numbers: \_\_\_\_\_

Full Name of Director(s): \_\_\_\_\_

Contact Person/Title: \_\_\_\_\_

Business Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Post Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Facsimile: \_\_\_\_\_ Email Address: \_\_\_\_\_

If a trustee company, name of trust:

State whether the company, officer, employee or agent of the company is or has been bankrupt or solvent:

Give details of Pest Management experience (including any licensing):

Give details of what areas of industry you anticipate to work in (pre-construction, post construction, renovation, extensions, commercial, residential etc) Please also include anticipated number of Systems you believe you will install annually:



**Give details of which area/region you wish to service:**

**Any other information that you feel would support your interest as a Granitgard Licensee:**

This Form states that I am interested, on behalf of the company named above, in becoming a Granitgard Licensee authorised to install the patented Granitgard Termite Management Systems. I understand that there is a License fee upon being accepted and that a Formal License Agreement must be executed. My signature on this Form does not create formal agreement and is non-binding to either party.

**By:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_ **Date:** \_\_\_\_\_



## **What Next?**

We will review your “Expression of Interest Form” and should we be able to include you to our License team, we will forward you the following items:

- 1. Franchise Code of Conduct**
- 2. Disclosure Document**
- 3. Draft License Agreement**

We strongly recommend you seek legal and accounting advice prior to entering into any License Agreement. This should assist you to better understand your obligations and also avoid disputes in the future.

Should you wish to continue to proceed with the agreement, we will then forward two copies of the Licenses Agreement for your review and signature and welcome you aboard the Granitgard Licensee Team.

## **Contact Details**

Office Coordinator  
PO BOX 1537  
OXENFORD QLD 4210  
Phone 1800 032 549  
Fax: (07) 55 734 586  
Email: [support@granitgard.com.au](mailto:support@granitgard.com.au)