

DIARY
NOTES:

- 25 April—
Anzac Day
Public Holiday
- 7 May—
Labour Day
Public Holiday
(Qld)
- 13 May—
Mother's Day
- 24 May—
Australia's
Biggest Morn-
ing Tea
(Aspire Design
Showroom)
- 11 June—
Queen's Birth-
day Public
Holiday

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New Platinum Range Released

As part of deskking™'s ongoing commitment to delivering innovative, modern product ranges suitable to today's commercial environment, the Platinum Express range is now available.

This range has evolved by identifying the need to update and improve the Commercial Express range, utilising the basic products and colours and then adding a new modern colour "Parchment". This addition means that the Express range now provides 5 top colours and 2 base colours.

As well as the addition of the new colour, new products have been added to the Platinum Express range:

- Boat shaped boardroom table
- 2 reception hobs (different size)

The new Aspire Design Furniture price list was released last December (2006).

The new release included two separate books—the larger book with all the standard ranges—Commercial, Ultra, Manhattan, Essentials, Organiser and NuWave and the smaller book with the Express ranges.

With the release of further Express ranges later in the year,

- Metal base folding tables and conference table;
- And a 1200 x 600 return

To add to the new modern look we have introduced a large 284mm long



bar handle as standard for this range.

Our soon to be released metal leg Express range further enhances the choice of colour combinations of

the Commercial Express and Platinum Express. Along with our existing Standard ranges, the choice in the new Express ranges provides our customers with unsurpassed flexibility. Customers can pick and choose between these Express ranges and still have total consistency of concept throughout. For example, a boat-shaped board room table from the Platinum Express range will integrate perfectly with anything in the Commercial Express range providing it is within the standard top colour combinations of each range.

The Platinum Express range can be viewed at the Aspire Design showroom. Otherwise retailers are offered special rates on display stock for their own showrooms—please contact Trevor or Sophia on (07) 5535 0099 or email info@aspiredesign.com.au.

New Price List & Express Sales Pads

the Express price list book is set to expand. We are not expecting that the release of the new Express range price list to include any further price increases at this stage.

We are also publishing printed Deskking™ Express sales pads with every new Express range. These sales pads have been designed for you to place in your showroom on the desk-

king™ display stock. Your customers can take a slip away and send an order back to you once they've sorted out what they need. We've seen this in action - it really works and makes your job easier.

The Platinum Express range sales pads are now available. Please contact Katinka on (07) 5535 0099 or email info@aspiredesign.com.au

New deskking™ Showroom

As well as renovations on the outside of the factory, we have made changes to the inside. For those who had been down to see our operations in the past, you would remember that administration took up the entire ground floor. This has all changed.

We gutted the ground floor and restarted again to give a fresh appearance as well making this space more usable.

First off, we moved some of the administrative functions upstairs. We then created two

areas on the ground floor—the smaller part towards the back becoming the new administration



area with the remainder being taken up by our new showroom. The area has been divided with a decoratively etched glass wall.

All new floating timber flooring was laid throughout as well as a fresh new colour scheme.

This new area will be of benefit for both ourselves and our customers as we have an area to proudly display our product and the new releases. Our retailers are welcome to bring their customers into our showroom to get an understanding of how products look and feel and the choices

available.

The showroom is currently featuring the new Platinum Express range.

The happiest of people don't necessarily have the best of everything; they just make the most of everything that comes their way.

Factory Make-over

Along with the branding our products, we have re-branded our factory - out with old in with the new.

After a long hard week working in the sun, heat and rain, the front of the factory received a much needed face lift.

A bit of Botox here, a bit of a touch up and panel beating there and finally a new look was achieved. Fresh new colours were chosen to represent the modern and stylish direction our

product is taking.

The entire front of the factory received a good lick of Espresso & Mocha with a splash of black, new glass and stunning new signage—provided by the same people that did our etched glass wall.

We look forward to welcoming you to the factory and showroom in the near future.

You are also welcome to bring your customers. It

is recommended that you contact Shaun and arrange a time to show customers to prevent any overlap or misrepresentation. Retailers must attend their customer appointments. Call Shaun on (07) 5535 0099 or email shaun@aspiredesign.com.au



Australian Made Campaign



Australian Made, global quality

As local manufacturers are increasingly having to compete with the cheap, and often poor quality, imports coming into Australia, Aspire Design Furniture has rejoined the Australian Made Campaign.

The green triangle and gold kangaroo logo is the

most recognized country of origin symbol in Australian retail outlets, enjoying a 96% recognition level amongst Australian consumers.

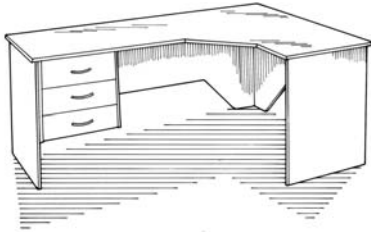
Nine out of ten consumers say they have purchased goods carrying the trademark and 66% say they actively seek out products that are made in

Australia.

The Australian Made logo is the product symbol of Australia and also a premium mark of integrity.

We are proud licensees of the Australian Made Campaign. Have a say in your children's future and buy Australian Made.

Express Range Line Drawings Available on Website



2007 is paving way for some exciting and innovative new Express

ranges. Quality product at a competitive price.

As our Express range expands, we are providing a personalized style of line drawings on the website for all of our customers to download and utilize as required.

All product illustrations and line drawings available on the website are protected by copyright laws. Except as explicitly

permitted under a written agreement with Aspire Design Furniture, no illustration on the website may be altered, re-transmitted or used for any other means but to promote deskking™ products.

If a number of illustrations, photos or line drawings are required, please contact one of the Aspire Design team and we will forward you a CD with all available promotional material on it.

www.deskking.com.au

Winners are Grinners

BASIC HABITS OF A WINNER

We first make our habits and then our habits make us.

1. Don't condemn, criticize or complain... Think of ways to improve the situation. The big rewards are paid for finding the solution, not the difficulty.
2. Show real, honest and hearty appreciation ... let others know they are loved.
3. Think good thoughts about other people... and yourself.

4. Give before you get. Always give others a reason to agree with you before asking anything of them.
5. Smile often... it generates enthusiasm, friendliness and goodwill.
6. Remember names. A person's name is the sweetest, most important sound he hears and instantly captures his attention each time it is used.
7. Be an effective communicator by listening. Encourage others to

talk about themselves by asking questions.

8. Think, act and look happy and successful... and you will begin to think, feel and actually become happy and successful.
9. Never engage in worry conversations or participate in gossip.
10. Always greet others with a positive, cheerful statement... not the question, "How are you?"
11. Look for and expect GOOD things to happen to you.

Winners develop the habit of doing the things that losers don't like to do.

Australia's Biggest Morning Tea

Once again this year, Aspire Design Furniture will be hosting a morning tea as part of Australia's Biggest Morning Tea in support of the Queensland Cancer Fund.

Our morning tea event will be held at our new showroom on Thursday, 24 May at 10:00am.

Our management and production teams compete in an annual bake-off in order to have a selection of delectable goodies for you to try at the morning tea.

As part of your contribution to the Queensland Cancer Fund, a gold coin donation is requested to

receive a cuppa and a piece of cake. You won't get that value for money anywhere else. A raffle is also held to raise funds so please mark your diaries and bring loads of your small change for this very worthy cause.

Your friends and families are also welcome!!



24 May 2007

Supporting the Queensland Cancer Fund

**ASPIRE DESIGN FURNITURE
FACTORY & SHOWROOM**

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www.deskking.com.au

The Team @ Aspire Design

Regan Coventry has just been promoted to the position of Operations Co-ordinator.

Regan joined the Aspire Design team as a production employee in August 2005. His managers quickly identified that he had huge potential within our computerized programming area because of his personal interests in building and fixing computers.

“As Operations Coordinator my job involves assisting our Operations Manager, Andrew Jones, in the day to day running of the factory floor. My main tasks include inputting orders from our production lists into our system so they can be manufactured. I also use

CAD and write programs in order to implement custom orders.”

Our customers may receive calls from time to time from Regan in order to check specifications or fine tune the programming to ensure that we get it right the first time.



**Regan Coventry—Operations
Co-ordinator**

“When I'm not at Aspire I like to spend much of my time listening to music, especially punk rock concerts. I enjoy building, fixing and playing with computers (and for work too...) I also enjoy playing bass guitar and spending time with my girlfriend.”

Regan can be contacted on (07) 5535 0099 or regan@aspiredesign.com.au