



What are the

10

Compelling reasons why Hire companies should consider **BYNORM** as their aftermarket parts and accessories business partner?



- 1** ONE SOURCE - MULTIPLE BRANDS
- 2** SUPPLY OF PARTS TO SOME OF THE LARGEST OEM'S IN THE WORLD
- 3** ONLINE WEBSHOP - BUSINESS MANAGEMENT TOOL
- 4** NEXT DAY DELIVERY TO ALL CAPITAL CITIES & MOST REGIONAL TOWNS
- 5** DEDICATED TOOL HIRE CATALOGUE
- 6** COMPETENT SALES FORCE
- 7** DIFFERENTIATED ON-SITE SERVICE
- 8** 1 YEAR PARTS WARRANTY
- 9** READINESS TO DEVELOP CUSTOMISED PRODUCT SERVICE SOLUTIONS
- 10** VALUE - COMPETITIVE PRICING



Ring us on **1800 335 489**
to arrange for a meeting to discuss the business possibilities

www.bynorm.com.au

An Ariens Company



BYNORM'S WEBSHOP - ON-LINE BUSINESS MANAGEMENT TOOL

With the ever-increasing rate of change in our market landscape, we all need to invest more time working 'on our business' and not 'in our business!'

With this mindset, Bynorm is working on initiatives which focus on strengthening our customer's competitive advantage through developing long-term mutually beneficial working relationships underpinned by strong ethics and values.

In May, we launched our website www.bynorm.com.au and in the few weeks following we have been overwhelmed by the response of customers. They have quickly realized the many business benefits of using our on-line business management tool. Whilst the website provides valuable information, it's the backend 'WEB-SHOP' which is the driver of business productivity. The Bynorm WEB-SHOP is much more than a fast & easy on-line ordering facility, it's a business management tool for customers.

Here are some of the benefits for users:

- **EASY** – Simple to use
- **SECURE** – Immediate email acknowledgement to confirm your on-line order
- **ACCURATE** – Check all invoices and/or adjustment notes
- **VERSATILE** – On-line catalogue allows fast selection of products
- **DELIVERY** – Check delivery details of all orders

- **ORDER STATUS** – Check for any back, open or forward orders
- **INFORMATION** – Access all new products, promotional offers & download e-catalogues.

Bynorm's **WEBSHOP** is a powerful business tool which encourages working smarter and supports our commitment to become the

customer's No. 1 Choice. To request a user ID and Password, ring us on 1800 335 489 or ask for a demonstration from your Sales Representative and start enjoying the enhanced benefits of partnering with Bynorm.

The screenshot displays the Bynorm website interface. At the top, it says 'CELEBRATING 50 YEARS' and 'Building a Secure Future Together'. The main navigation menu includes: HOME, WEB SHOP, PRODUCT RANGE (Promotions, New Products, Lawnmower Parts, Brushcutters & Parts, Chainsaw Parts, New Packaging, E-Catalogues), SUPPORT (Support Enquiry, Business Tips), INDUSTRY SEGMENTS (Dealers, Hire & Rental, Hardware), ABOUT US (News & Media, Management Team, Legal, Site Map), and CONTACT US (Contact Details, Enquiry Us, Mailing List). Below the menu are buttons for 'Web Shop' (with 'LOG IN HERE...'), 'BYNORM E-CATALOGUES', and logos for 'Ariens' and 'Stens'. A 'Lawnmower Parts' section features a green tree icon and text: 'Click on icon to access an overview of quality lawnmower parts'. A 'Brushcutters & Parts' section features a green tree icon and text: 'Click on icon to access an overview of quality brushcutters & parts'. A 'Chainsaw Parts' section features a red tree icon and text: 'Click on icon to access an overview of quality chainsaw parts'. A 'Bynorm Company Culture...' section lists 'Core Values' (Be Honest, Be Fair, Keep our Commitments, Respect The Individual, Encourage Intellectual Curiosity) and 'Our Vision' (Passionate People..... Astounded Customers). A 'Celebrating 50 Years...' section states: 'In May 2007, we celebrate with great pride our 50th year in business. This milestone achievement focuses even more our resolve in the need to challenge ourselves to continuously improve our services and processes. With this mindset, we believe the more efficient and effective we are in our business, the more we can help your business become more profitable and successful... building a secure future together! I take this opportunity to thank you for your loyalty over the years and we look forward to strengthening our working relationship for the mutual benefit of both companies.' The bottom of the page includes 'AN ARIENS COMPANY', '50TH Celebrations', and '©COPYRIGHT 2007 BYNORM | ALL RIGHTS RESERVED | SITE BY XEROX USER DEVELOPMENT'.

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Promotion ends 31st August 2007. Proof of purchase must be provided.
SA permit no. T07/1500. See reverse of entry forms for terms & conditions.

BYNORM

**DELIVERS A DEDICATED
CATALOGUE FOR HIRE &
RENTAL SEGMENT**



In May 2007, Bynorm celebrated with pride its 50th year in business. On this milestone anniversary we launched several new and exciting initiatives to make it easier for our customers to work with us. One such initiative was the development of



a new dedicated Industrial Catalogue. This catalogue was driven by the collective feedback from our Hire & Rental and construction customers.

The Industrial Catalogue commences with an extensive quick reference guide on the most popular outdoor equipment, which will speed up correct choice of parts, followed by an alphabetical arrangement by product category and within these categories, the products are arranged by brand. In addition, for your convenience this catalogue is also available online on www.bynorm.com.au

In developing this catalogue, we have introduced several new products to ensure our product range serves all your needs – in essence, our goal is to serve all your aftermarket parts and accessories requirements under the one roof. In addition, as we understand better your present and future needs, we are committed to sourcing additional products and services to strengthen our service level.

At Bynorm, we believe that the more efficient & effective we are in our business, the more we can help your Business become more profitable and successful – ‘building a secure future together.’

To obtain a copy of our new Industrial Catalogue, please call us on 1800 335 489.