

BUSINESS IN THE SPOTLIGHT



Description: We source and supply animal organs for science classes
Owners: Debra & Jaimie Cook
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FROM THE INSIDE OUT

Favourite hobby? Deb – reading and gardening Jaimie - cycling
Favourite book? Deb – A Prayer for Owen Meany Jaimie – Lord of the Rings trilogy
Pets and Names? Angus is our Great Dane Cross and he's a big yellow ball of puppy love
Favourite Quote? If you work smart, you don't have to work hard
Worthwhile Cause You Support And Why? RSPCA – to counter cruel and dumb humans
Surf Lifesaving and Volunteer Coast Guard – tourism would be lost without them and it's disgusting they don't get more funding
What made you decide to own your own business? We wanted to encourage more kids to take an interest in and select science as a career. Kids that are taught to understand and investigate the world around them grow into adults that make smart choices about nutrition and recreation that will benefit them and the people around them for generations to come. If someone else had started this business, I would have been their best customer We make getting these products into the classroom easy and school employees don't have to go to the abattoir and pick up a bucket of blood and bits anymore.

THE ENGINE ROOM

Location of business: Gympie, in Queensland
What products/services/programs does your organisation offer? Just the usual – brains, eyes, kidneys, hearts.... We source and supply organs that are guaranteed to be suitable for dissection in science classes in schools and universities.
What is the greatest benefit to your customers by using your organisation's services? It used to be that lab techs had to track down and collect these specimens from the butcher or abattoir. They would often collect a bucket-o-bits and have to get it back to work and sort through it only to find that half of it wasn't able to be used. Now they can order from us, they receive a vacuum packed bag of frozen specimens that have been inspected for suitability and are delivered to their door
Give an example of how your organisation has responded to changing trends: social media, apps, etc. We've never printed a priced product catalogue. It's all on the website so it's always up-to-date and doesn't need to be printed. We use Facebook to build brand loyalty with top tips, advance notice of workshops and events, first look at special specimens and also specimens on special, and to establish ourselves as experts in our field. We have a dedicated fan base from all over the world now. We also offer to communicate with our customers by text, which has been taken up by lots of people; We blog and we use Pinterest to promote sites that may be useful in the classroom. Lastly, we use Zazzle to sell branded merchandise.

WINNER OF LAST MONTH'S COMPETITION

Last issue's competition winner was Lori from the Centre of Customs & Excise Studies at the University of Canberra. Congratulations Lori – hope you are enjoying your 2005 Cookoothama Basket Press Merlot – *cheers!!!*

SHARE WITH US HOW YOU USE PROMOTIONAL PRODUCTS



We would love to hear how you use promotional products to get your name or brand noticed, or how you use them to improve response rates to your marketing campaigns.

For your chance to win a gorgeous bottle of wine this month – just send us a photo or video showing us how you use the promotional product in your promotion/s. – we can't wait to hear from you.

The winning submission will be published in the next edition of this newsletter

SAVING The Planet From Your Desk

It's easy to do your bit for the environment and the planet, no matter what role you play in a company...here's how you can do your bit...



Corn Starch Pens - They look like plastic pens, but they're made of corn starch, which breaks down in a landfill.



Recycled pencils - Just like an ordinary pencils, but instead of wood, these ones are made out of recycled newspapers



Wooden clothes - Modal is stretchy fabric made from beech wood fibres, instead of synthetic material - super soft and wearable



Seedsticks - They look just like matches but as opposed to matches, these sticks, with impregnated seeds, create plants rather than fire. Known as "Seedsticks" the biodegradable sticks can simply be torn off the matchbook and planted. Each pack holds 5-10 sticks – that's potentially 35-70 plants. (Source: APPA)



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