



NEWS LETTER – *JANUARY*

Dear customers, I hope you all had a great Christmas / New Year period and enjoyed good trading over that busy time.

We at Proven Lines have returned to work after our normal Christmas shutdown and are feeling buoyed by the quantity of orders received from our customers during that time. Thank you all who contributed to this!

The team at Proven Lines have one clear New Year's resolution, to get the word out to more customers about the benefits of dealing with us. We have come to the realization that this is a people business and that many buyers have relationships with certain suppliers for various reasons and may not look outside their normal supply chain. Whilst we understand the ease of dealing with your usual sources there is a danger of shooting yourself in the foot by not keeping up with this ever-changing industry.

Proven Lines has a great advantage over most of our competitors by operating with a small but very efficient team, having our own staff, showrooms and factories in both Vietnam and our Elegant Lines sofa factory in China, a 5000 metre warehouse, showroom and office in Beverley, Adelaide.

We at Proven Lines have noticed whilst visiting our customers that a lot of customers are buying equivalent products to ours at a much greater cost from other suppliers, in some cases buying products from interstate wholesalers the we supply! We shake our heads and ask why? We have come to the realization that we are clearly not getting the message out there.

In order to address this in 2019 we are going to make a concerted effort to visit customers more often as well as extending invites to visit our showroom after hours if necessary as we realize everyone is busy during normal working hours.

I would also like to take this opportunity to advise you of the launch of our website "provenlines.com.au" Please use this to keep up with news of latest releases, specials, upcoming events etc.

We would like to welcome all customers to visit our HCMC showroom from the 1st - 11th March to see the launch of several new ranges. (See website for showroom address or contact myself for appointments)

Happy New Year to you and your families.

Thank you for reading and we look forward to hearing from you soon!

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Director

Proven Lines Pty Ltd.