



## Aquarium Industries

As the Australian market leader for over 40 years, Aquarium Industries (AI) prides itself on delivering value, range, quality and service to the retail pet and aquarium industry. The Melbourne-based owners and their dedicated team are committed to long-term, personal service. More than just another wholesaler, AI is your partner in business.

### LARGEST RANGE IN AUSTRALIA

We have more than 3,300 200 litre tanks, and 110 1,000 litre ponds in our purpose built 4,500 sq m facility. AI fish are sourced from over 20 different countries around the globe, and we have an extensive network of supplier's right here in Australia too, with new stock arriving daily. We stock both freshwater and marine species with up to 1,000,000 fish on site at a given time.

### VALUE

With one of the largest holding facilities in the Southern Hemisphere, we are able to source quality fish at the right price. Our buying power and long-term purchasing strategies mean that we offer consistent availability and supply.

In addition to great everyday pricing, AI exclusive Price Match Guarantee ensures that we won't be beaten by the current published pricing of any other major Australian wholesaler. Regular customers also take advantage of our unique Aquapoints loyalty rewards program.

### GUARANTEED QUALITY

Quality is important to us – and we know how important it is to you! Our quality control processes are second to none. We continuously travel throughout the world to ensure only top quality fish from premier fish breeders are selected. Our team of experts take pride in ensuring that your fish arrive in peak condition.

### INDUSTRY EXPERIENCE AND KNOWLEDGE

Through 40 years of continuous operations, we have developed extensive knowledge about all aspects of the aquatics business, including the sale, transport and maintenance of ornamental fish. AI is a founding member of the Pet Industry Association of Australia (PIAA) and the world peak body Ornamental Fish International (OFI).

In purchasing from AI, you will work with staff members that often have over 20 years experience in the industry. AI also runs diploma-level courses for all of its aquatic fish technicians and employs an on-site veterinarian specialising in fish.

This experience and knowledge is shared with AI's customers through our innovative training programs, and via an array of technical information which can be found on our website.

Quality fish from a trusted source – that's the AI advantage

To find out more, visit our website [www.aquariumindustries.com.au](http://www.aquariumindustries.com.au), or contact our Customer Support Team on 03 9409 9360





### EASE OF DOING BUSINESS

AI understands that modern, easy-to-use business systems are critical to meeting its customer's needs. Our investment in new IT infrastructure and business management systems allows us to offer a number of industry firsts. Online ordering with access to real-time inventory, bar coding of all products and web based training solutions are a few of the recent advances.

### CONTINUOUS SUPPORT

We take a strong interest in ensuring our customer's success. Our sales and training staff are skilled at assisting stores with items such as tank maintenance programs, staff training, tank layout advice and point-of-sale ideas.

AI has recently developed world class training resources to ensure that our customers and their staff can maintain the highest levels of fish knowledge and care. These materials represent an industry first, with exciting multimedia capability that is the key to immersing learners in the subject matter.

We also maintain a FREE help desk service that is staffed by our most knowledgeable fish experts and is available exclusively to Aquarium Industries' clients. Our team is there to answer your fish health questions, and to provide useful advice on maintenance and care issues. Available 9am – 5pm EST

Mon - Fri, AI clients can call 1 800 WE CARE (1 800 932273) or email the Help Desk via [wecare@aquariumindustries.com.au](mailto:wecare@aquariumindustries.com.au).

In addition, the AI website is more than just an online shopping engine. It provides a wealth of information to customers including

- Technical Notes, invaluable resource documents that cover everything from water quality and feeding through to health and disease prevention
- Retail Care Sheets, available for download, these terrific A4 Care Sheets will provide your clients with all of the basic information that they need to care for their new purchase. There are hundreds available, for both freshwater and marine species.

# When you choose Aquarium Industries, you get so much more than just another wholesaler.

Contact us today to find out how we can benefit your business.