

# Aquarium Industries Total Support

Your trusted source for live fish

**When you buy from Aquarium Industries, you aren't on your own!**

Our team is there too, supporting your business and providing you with everything you need to profitably sell fish. AI Total Support includes Training, We Care Technical Support, Marketing and Promotional tools, and the industry's only national sales team dedicated to the sale of live fish. AI Total Support is there for you all the way – your partner in business.

## Customer Support

Our friendly Customer Support team is available to answer your ordering queries from 8:30 am – 5:00pm Mon – Fri. But you can order 24 hours a day, 7 days a week when you use our OnLine Ordering Facility! Uniquely in the Australian ornamental fish industry, Aquarium Industries OnLine Ordering is linked to our live inventory system. Order online and you'll have the security of knowing that your stock is instantly reserved for you.

By ordering online, you'll also discover many more products available than in our printed price list – new stock arrives at our facility daily! As an added bonus, our weekly online ordering specials ensure that the savings are bigger when you order online.



## Transport and Logistics

**Order before 2 p.m. Melbourne time  
for next day delivery!**

Our Transport crew tracks your delivery every step of the way, and is available to answer your freight questions by telephone and email.

\*The only exception is our WA customers – due to WAQIS restrictions, please provide us with your order two days before delivery.



MEET THE REST OF THE TEAM



## Range and Quality

Aquarium Industries has the largest range available from a single wholesaler in Australia. We stock a wide range of freshwater and marine fish, as well as live and frozen food, including live crickets and woodies.

Our 4,500 sq m facility is able to meet your entire live fish needs, whether they be popular sellers such as small goldfish, tetras or livebearers, through to unusual or hard-to-get lines.

## Consistent supply.

With over 3,200 200 litre tanks, and 110 1,000 litre ponds, coupled with the largest Quarantine facility for fish in the country, we have the capacity to supply your stock requirements even during the busiest periods of the year.

## Looking for something new or different?

Our buying department searches the world for new and interesting fish, and we have regular shipments of large fancy goldfish, unusual cichlids, corydoras and Australian natives.

In 2010 we were also appointed Exclusive Australian Distributor of Discus from Discuszucht Stendker, Europe's largest Discus Hatchery. This prestigious appointment is a reflection of our reputation as a supplier of quality fish to our national client base.

## Aquarium Industries Total Support

AI Total Support extends beyond your fish purchase. Total Support covers every aspect of the retail sales process, and is designed to boost your sales and profitability in this rapid growth category.



**Aquarium Industries**

[www.aquariumindustries.com.au](http://www.aquariumindustries.com.au)

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

# Aquarium Industries Total Support

Ensures that you are never on your own.

To find out more, or open an account, contact us today on 03 9409 9360,  
or email us at [ai@aquariumindustries.com.au](mailto:ai@aquariumindustries.com.au)

## Sales Representation

Aquarium Industries Sales Team is the only national sales team dedicated to the sale of live fish. Your experienced Sales Representative is available to assist you with your ranging decisions, promotional opportunities and can provide you with regular market updates.

We're also there to help deliver guidance to your staff should they have queries about tank maintenance, fish health or compatibility. Your AI Sales Rep becomes a trusted member of your live fish team.



## Marketing Support

Our Marketing Department is continually devising new tools to help you sell more fish!

Via our website, you can download fresh new posters each fortnight, which support our specials, along with a wide range of other materials which help you to create your own in-store promotions.

Additional resources are also available - ask your AI Sales rep about our Compatibility Charts, Species Identification posters, and Health and Water Parameters information.

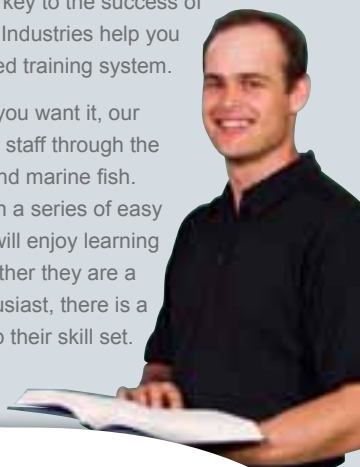
NOW AVAILABLE: Shelf Talkers! We have hundreds of customisable shelf talkers available for our customers. These valuable sales aids feature attractive images of the fish, along with your choice of care, feeding or water quality information. You can even enter your own price for that professional finish! Need more? Then why not show your customers video footage of our fish using our unique Aquacam? Updated weekly, AI Aquacam has footage of the actual fish available for sale in our warehouse, enabling you to pre-sell with confidence.



## Training and New Media

Well trained, confident staff are the key to the success of your retail business! Let Aquarium Industries help you to train your staff with our web-based training system.

Available when you want it, where you want it, our unique training modules guide your staff through the complete care of both freshwater and marine fish. Designed by our best fish experts in a series of easy to understand chapters, your staff will enjoy learning in this fully interactive format. Whether they are a novice or an experienced fish enthusiast, there is a module available which will develop their skill set.



## We Care Team

Another unique AI Total Support tool, the We Care team is your free help desk for live fish. Available exclusively to Aquarium Industries retail customers, the We Care help team is only a phone call or email away. You can have all of your fish care, tank maintenance and fish health questions answered by our experts, saving you time and money as we help to ensure that the fish that you have in your store are in the best possible condition.

Our We Care team has also developed hundreds of Care Sheets for individual fish species, and other related aquarium topics, which are available from our website. We add more Care Sheets regularly.

