

Service providers can capitalise!

# Calfarme's total washroom program

**THROUGH ITS LOCAL** Australian distributor, All Hygiene Products, Calfarme is offering re-sellers and service providers a total package of washroom products, complemented with training and advice. "We are well positioned to grow our business by helping our customers to develop their businesses," explained Calfarme's managing director Paul Neo.

Calfarme is a Singapore-based (ISO 9001 Accredited) company that owns production facilities in Malaysia and Singapore. It designs, develops and manufactures soaps, biological maintenance and cleaning solutions, dispensers and other washroom products.

The company markets a complete 'world-class' product range that includes automatic toilet maintainers; soap dispensers; organic air fresheners; metered aerosol systems for air sanitising; insect and odour control; toilet tissue dispensers; automatic dispensers for toilet seat cleansing or waterless hand sanitising; anti-slip protective floor mats; and sanitary disposal bins.

Calfarme operates in Singapore, Hong Kong, the Philippines, Malaysia, Korea, Vietnam, Indonesia, Thailand, Bangladesh and China through exclusive strategic partnerships.

"Because of our long experience as a service provider in the South East Asian market, we know what is required - by property owners and other users - from washroom ranges.

"Our expertise is second-to-none. That means we offer our customers both high quality products and experienced service support," Neo stated.

"Through our team here at All Hygiene Products (Sydney) we can provide the right technical advice for re-sellers such as janitorial supply shops and hygiene service providers including contract cleaners and chemical manufacturers. We understand modern washroom users' needs."

Neo emphasised that the total Australian washroom market is growing and Calfarme is experiencing a significant expansion without necessarily taking marketshare away from competitors.

"While there are competitors out there, they simply don't offer what Calfarme, through All Hygiene Products, provides, and that's all the service support.

"Importantly, we warehouse the Calfarme products for our clients, wherever they are located nationally, and so reduce their cost structure."



Paul Neo, "We are offering service contractors a terrific opportunity to develop their own hygiene service business alongside commercial cleaning." He is pictured with Cheryl (left) and Catherine (right)

## Green 'hero' products

Neo and his research team have focused on giving Calfarme an environmental-friendly platform and as a result have developed successful products such as BioClean and Bio-Tabs.

The patented BioClean dispenser keeps toilet fixtures clean, deodorises, and keeps the drain system clear and free-flowing. It is widely used in major facilities throughout South East Asia including Singapore's Changi International Airport and mass rapid transit stations.

Bio-Tabs Urinal Deodoriser (with international design and patent pending) is engineered to facilitate water flow without unnecessarily dissolving the Bio-Tabs block. Calfarme uses its

biotechnology edge with carefully selected safe and naturally occurring bacteria to create the Bio-Tabs.

"The results are quite remarkable. Even for high usage urinals a pleasant smell is achieved and service life between blocks is extended by about 100 percent," said Neo.

Calfarme is making a significant investment in Australia and Neo, his wife Catherine and daughter Cheryl are making regular management visits to Sydney and other capital cities.

The Neo family is supporting the local All Hygiene Products team of Ray Bramley and David Donnelly in various management and marketing ways. •

[www.calfarme.com/australia](http://www.calfarme.com/australia)

**THE WASHROOM**  
**calfarme**  
**PROFESSIONALS**

*The New Frontier in Natural Odour Control,  
Surface Cleaning and Drain System Maintenance*

**BioTabs™**



BioTabs clears the source of urinal clogging and odours.

**BioFlush™**



BioFlush keeps toilet bowls clean, fresh and fragrant for 30 days.

**BioClean™**



Patented BioClean system dispenses metered dose of biological treatment product after each flush.

**BioPlus™**



Organic waste collect on traps causing pipe blockage.

Applying BioPlus to surfaces eliminates organic waste matter and controls malodour.





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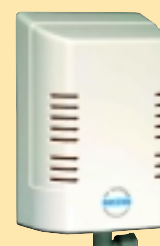
# Calfarm's total washroom products that truly satisfy customer needs, truly innovative and truly world-class



**AUTOSPRAY Metered Aerosol System**  
Metered aerosols for air sanitizing, odour neutralizer and insect control. Fully programmable spray interval with daily start/stop time settings.



**AUTOFRESH Organic Air Freshener**  
Fan-operation Air Dispenser with 5 minutes intermittent ON/OFF switch and auto-light sensor. Uses safe natural organic fragrances.



**AUTOFOAM BIOCLEAN SYSTEM**  
For clean, fresh-smelling and clog-free toilets. Environmentally-friendly BIO-ENZYMATIC action.



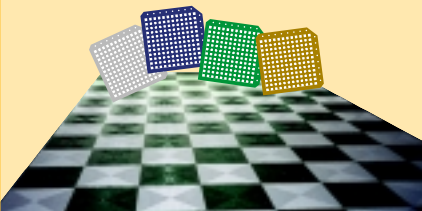
**SANIGEL Toilet Seat Wipes**  
Assured clean and dry toilet seats. Practical concept combined automatic sensor and manual operation.



**ECOBATH Corner Recess Soap Dispenser**  
All-in-one convenient, high quality hair and body wash product. Using 600ml refillable or disposable cartridge system.



**SOAP DISPENSER**  
Practical, durable and user-friendly design. Senior or manual models using 1 litre refillable or disposable cartridge system.



**ANTI-SLIP PVC Protective Floor Mat**  
A standard one-square foot, interlocking and low profile PVC tile provides a durable and hygienic surface covering for all floor and matting applications.



**PAPER TOWEL DISPENSER**  
Inexpensive and most convenient hand drying method compared to linen roll towel and paper roll towel. Designed to use interfold or multifold paper towels.



**Multi-Roll Tissue Dispenser**  
Interchangeable normal roll or jumbo roll use. Secure, robust design.



**ECOBLUE Bio-enzymatic Toilet Maintainer**  
For used in toilet bowl fixtures with water closets. Industrial strength formulation and is good for 1500 flushes with at least 2-3 months for most usage.



**BIOPLUS Biological Cleaner & Deodoriser**  
An economical, quick acting multi-functional products. BioPlus is the perfect solution for drain clogs, grease trap maintenance and for controlling the toughest industrial odour problems.



**LADYBIN Sanitary Disposal Bin**  
Slim design. Allows discrete, hygienic napkin disposal. Available Pedal operation model and Min-bin for daily self-servicing.