

July 2012

TO WHOM IT MAY CONCERN

Our 15 year relationship with Associated Marketing represented one of the best supplier relationships the Gibbon Group has ever enjoyed in our 90+ years in business. Working closely with Associated Marketing, we launched the Tretford range in Australia and it became one of our most important and valuable product lines. The brand now holds an enviable position in the Australian marketplace.

The support that Associated Marketing provided as Tretford's channel managers, both on-the-ground in the marketplace and through their sales and administration office was exceptional. The professionalism with which they interacted with both our staff and customers inspired confidence and an enduring loyalty to the Tretford brand.

I believe the true test of excellence is in this Company's ability to have provided Gibbon Group a consistent high level of service over the many years we worked together.

I cannot recommend Associated Marketing more highly as a business partner.

Yours faithfully,

Ainsley Gibbon

Managing Director



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