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Business — Trade Tools  
296 South Gippsland Hwy  
Dandenong

## BUSINESS PROFILE

# Tool up with trade blokes

TRADE Tools, based at Dandenong, knows tools - it should, it's been selling a huge range of tools and equipment for trades and business for 27 years.

Business director and founder Greg Ford said the company's 27-year-old slogan 'Serious tools, seriously discounted' encapsulated the business perfectly.

"We have 15 huge stores nationally in which we carry every major brand worth having including our own extensive range of exclusive industrial lines," Greg said.

"We have the broad philosophy of always attempting to be the best industrial tool company anywhere in Australia!

"We have always realised that this aim comprises many important elements including a genuine respect for customers, suppliers and staff in equal measure.

"We build upon this by attempting to offer the deepest collection of industrial tool products available anywhere at prices that make our competition all but irrelevant!

"The bulk of our profits have always been reinvested back into our business to the extent that we have never used any loan or overdraft facilities of any

sort, plus we own outright most of our store buildings and infrastructure.

"This very hard won low overhead structure reflects back in us being able to attract, afford and keep the best professional staff in our field while still staying famously competitive and innovative.

"We are the absolute opposite of too many modern companies that have a top heavy and expensive overhead structure lording over an underpaid staff base where poor service and rich pricing seems, all too often, to be the accepted norm!"

He said the range of tools was what kept customers coming back.

"You will see many products at TradeTools that are totally unavailable through any other company," Greg said.

"In some cases we have helped develop these products from scratch.

"In fact, we manufacture in Queensland many of our air compressors under the now famous Renegade Industrial brand.

"We also directly import hundreds of containers each year comprising all forms of machinery, industrial power tools and hand tools plus a huge range of accessories and consumables.



Ray, Chris, Paul, Duanne, Simon, Jordan and Chee. 129473

"TradeTools are also the warranty agents for everything that we sell so, in most cases, we can decide and act within a very short space of time should you ever have a problem with anything sourced from us."

The Dandenong store has been operating for three years with a staff that has a combined experience of 50 years and is focused on helping trades- people, serious home users and anyone else who appreciates fine tools

and equipment. TradeTools is at 296-298 South Gippsland Highway, Dandenong, and is open weekdays from 7am to 6pm and Saturdays from 8am to 4pm.

Phone 8768 7546.