



## **COMPANY PROFILE: SUTT-LE MARKETING PTY LTD**

Tuesday, February 26, 2008

### **Introduction**

SUTT-LE opened its door for business Monday October 10<sup>th</sup>, 2005.

The key objective of the business is to provide the benefits of marketing expertise and service to primary producers in Australia and abroad. Traditionally, marketing effort has been applied at the brand and retail level of the value chain, with the result being the greater proportion of value has traditionally been captured there.

SUTT-LE aims to provide services to ensure primary producers capture a fairer share of the branded value.

### **About us**

Based in Melbourne, Australia, SUTT-LE is a creation of Mark Suttie ('SUTT') and William Lempriere ('LE').

Mark Suttie has in excess of twenty years broad experience in marketing. Much of Mark's experience has involved the marketing of fast moving consumer goods, from super market brands through to wine, beer brands and Scotch Whisky. Mark has had the great pleasure to work for some of the world's best known brand names. Since the business commenced Mark's focus has been upon building The Merino Company ('TMC') and wool apparel brands such as Driza-Bone Activ. His practical marketing experience is complemented by a bachelor's degree and masters degree in marketing.

William Lempriere's role in SUTT-LE is predominantly advisory. His experience has been building businesses mainly in the agricultural sphere. His key role is as Managing Director of Lempriere; a wool exporting business, this year celebrating its 150<sup>th</sup> year of commitment to the global wool industry. William brings to the business significant insight into agricultural markets, a raft of great relationships and business development.

### **Our services**

SUTT-LE will provide services to its primary producer customers in the following key areas;

- 1) Business and marketing planning and strategy;
- 2) Development of differentiated branding and marketing collateral;
- 3) Implementation of key marketing initiatives on behalf of clientele;
- 4) Building distribution and sales.

### **Contact information:**

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