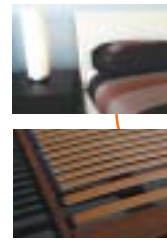


Bedtime success story



- Design Mobil has approximately 25% market share in New Zealand. 45% of manufacture is exported to Australia, USA and Europe.
- Design Mobil have a TollFree 7 day Customer Service line for retailers and their customers.
- Staff of 92 over the group - Design Mobil, RestWood and EcoWood.

Ross Lindsay

MD of the Design Mobil Group, Quentin Quin exudes the quiet enthusiasm and boundless energy of a man who can look anyone in the eye and truthfully claim he's living, breathing proof of the benefits of Design Mobil's flexi slat base 'tailored sleep solution'.

With the original founder, Dave MacFarlane, in more of a guiding role, Quentin's stewardship has seen Design Mobil and its RestWood sub-brand, expand into some 70 retail outlets nationwide, achieving a sizeable share of the bedroom furniture market. Design Mobil is fast making inroads into Australia, USA and Europe, with 45% of production now exported from the Tauranga based factory. With the wider global market now in his sights, Quentin Quin freely admits export will be the principal driver of future success for Design Mobil.

But there can be no mistaking what really motivates this former competitive athlete. An unflinching belief in the health and wellness benefits of Design Mobil's 'tailored sleep solution'. Well proven in Europe, where flexible slat bed design comprises 70% of the bed market, Design Mobil's Flexi-Slat™ system rates extremely well in market and customer feedback research.

Quentin Quin holds up sleep studies as the key to Design Mobil market success. As well as different mattress types to choose from, including those with 100% natural latex cores, laminated European birch slats used in each base can be adjusted for individual partner comfort. The cumulative effect of mattress and base is tailored support that reduces pressure points and cradles gently the natural curves and alignment of the spine. This allows spinal muscles to relax which Design Mobil research shows is necessary to promote deep, more restorative and refreshing sleep.

Long term customer relationships are also high on Design Mobil's priority list. Initially taking up TelstraClear's competitive tolls offer to provide customers and retailers with feedback and ordering via a TollFree number, Design Mobil has since connected fully with TelstraClear.

For Quentin and his team, their customers, associates and suppliers, it was a case of 'Ricky, don't lose that number'.

"When we changed our system over to TelstraClear, we could keep our existing office numbers. A big plus, and this simple benefit contributed enormously to a seamless transition. Think about it. Staying with existing phone and fax numbers means not having to reprint business cards and stationery. That might not



Better Business Fact File - Design Mobil / TelstraClear

- Connected 1992 - all toll services and TollFree Australia and New Zealand
- Connected 2004 - TelstraClear local services (line rental and local calls)
- Connected 2004 - TelstraClear HighSpeed Internet

seem a big drama, but it is. A major. Importantly, staying with existing phone numbers means no disruption or potential for confusion for anyone a business has a relationship with.

Suppliers, customers, you name it."

At Design Mobil, telecommunications is rightly recognised as a core cost and is given the same due diligence and scrutiny as costs of raw materials, plant and machinery, distribution, labour and so forth. TelstraClear's cost coded bill method of invoicing comes in for compliments from Quentin Quin for its effectiveness as a tracking and cost management tool. "The ability to analyse costs across our design, manufacturing and timber divisions is a major plus. A good example of how TelstraClear have worked with us to tailor solutions," says Quentin.

TelstraClear's team of Account Manager Victoria Jackson and Business Consultant Aidan Reddy appear well up to the task of delivering, if not exceeding, the cost and strategic input expectations. "I'd say we've reached a point in our relationship



where there is long term loyalty and mutual respect on both sides," explains Victoria. "During the years I've been working with Design Mobil we have been involved in optimising numerous telecommunications aspects of their business.

Quentin not only supports Victoria's comments but also points out that the ease and costs of two-way communication with Australia has enabled the company to continue to run sales support out of New Zealand with activities in Australia primarily limited to warehousing, distribution and sales development. Orders and other enquiries from Australian retailers and customers come through the TollFree number and are handled by Design Mobil staff seven days a week.

Design Mobil have also installed TelstraClear's HighSpeed Internet service which provides them a fast way of communicating with their customers. Victoria explains this service allows Design Mobil to keep in touch with customers using a digital subscriber line with a capability to transmit and receive data up to 2Mbps per second. In lay terms, it has the speed and efficiency necessary



to develop e-commerce and communication solutions using the Internet. Design Mobil create a 'one-on-one' with their customers using TelstraClear's HighSpeed Internet service. As part of the marketing programme each new purchaser is emailed a personal note congratulating them on their choice and wishing them a restful and restorative sleep. In this way, a customer relationship for the future is created.

Finally, from Quentin Quin, "The people we deal with at TelstraClear make it easy for us by making what seems pretty scary to us a non-issue. It may cause them headaches, but as a customer we don't see that. While the costs of services are a consideration, it's not everything. The relationship between ourselves and TelstraClear is very definitely a people partnership. It's easy to pay lip service to partnerships, but TelstraClear definitely provide tailored solutions of a type and calibre that makes doing the tough job of growing a business a whole lot easier."

Quentin Quin

Managing Director Design Mobil Group



"We are all about design and innovation...

with the view to personalising a sleep solution to meet our customers needs.

TelstraClear adopt this same approach

when dealing with our account and

provide tailored solutions for our business.

Works well"

For more information contact:
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