



Company History



JUNE – 1997 “Something New”

- Ultimate Fertilisers was started by 3 partners that began supplying the Horticultural Markets in Southern Victoria with a small range of organic based fertilisers.
- By the end of 1997 Ultimate had already expanded its business to supplying Specialty Fertilisers.



1998 – “Looking For Growth”

- After trading a range of fertilisers, Ultimate began looking to develop our own liquid products for Acid/Sodic Soils.
- Ultimate expanded into wider markets covering the whole state of Victoria.



1999 – “New Products Released”

- The two new liquid formulations were finalised, GYP-FLO liquid gypsum and PH-PLUS liquid lime were released to the market, the demand for these two products gain quick growth and Ultimate’s earnings grew overnight.
- Still only a small company covering one state, the partners knew that it was gaining a solid base to go National.
- During 1999 Ultimate opened two branches in Victoria.



2000 – “Going National”

- By mid 2000 Ultimate had grown from being a State supplier to covering the National network and the companies turnover grew by over 200%.
- Ultimate now employs 20 staff.
- Full “Patent” for GYP-FLO is obtained in both Australia and USA.



2001 – “Making a Footprint in the Australian Cotton Industry”

- Both GYP-FLO and PH-PLUS helped Ultimate gain new markets and the Cotton Industry started using GYP-FLO in large volumes.
- Company earnings grew by over 50%.



2002 – “Exporting”

- Ultimate started exporting its products to New Zealand and Malaysia.
- Ultimate expands its penetration in the Cotton Industry with supplying Potassium Foliar “FOCUS-K” and out-sells the two leading foliar nutrient companies in the industry in it’s first season.



ULTIMATE
AGRI-PRODUCTS

2004 – “Attention in the Field”

- With having the in-field skills, crop experience and now the product tools Ultimate expanded its farm management services to over 300 growers and producers covering, Vegetables, Fruit, Wine Grapes, Turf and Cotton.
- Most areas in Australia are entering its fourth year of below average rainfall.



2006 – “Hit by Drought”

- The Cotton Industry is faced with reduced plantings by up to 75% and the company faces a lost revenue of approximately 40% overnight.
- Ultimate is forced to reduce staff numbers to control company cost.
- Ultimate becomes the first ever Australian Commercial Agri Company to present a paper on GYP-FLO at the Beltwide Cotton Conference (San Antonio, TX).



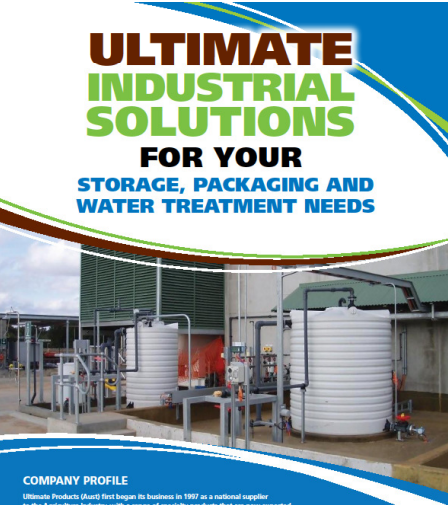
2007 – “Re-focus on Cash Crops”

- The Cotton market is still knocked by drought and Ultimate’s focus is turned to CASH CROPS and the company maintains it’s earnings for the year.
- A company focus on Water Management in the Agri and Civil markets helps to maintain company earnings.




2009 – “New Company Direction”

- Ultimate’s partnership splits with Peter Leach and Glen McDonald deciding to retain the ownership of its Agri-Business operations.
- Ultimate Agri moves to a new office site with it’s staff and work starts on re-launching the Agri range across Australia.
- In August 2009 a new company division “Ultimate Industrial Products” begins trading to service the Civil Construction and Water Industry.



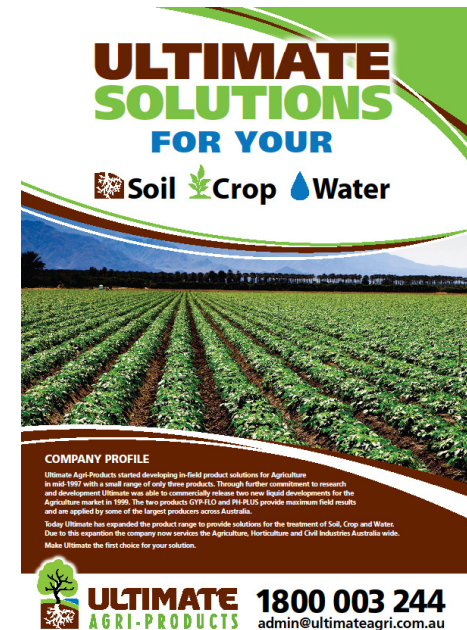
**ULTIMATE
INDUSTRIAL
SOLUTIONS**
**FOR YOUR
STORAGE, PACKAGING AND
WATER TREATMENT NEEDS**

COMPANY PROFILE
Ultimate Products (Aust) first began its business in 1987 as a national supplier to the Agriculture Industry with a range of specialty products that are now exported to many parts of the world. Due to this business development it has increased the company's operations to expand into the industrial products division to provide you with cost effective technical solutions Australia wide.

 **ULTIMATE
INDUSTRIAL PRODUCTS** 1800 003 244
admin@ultimateagri.com.au

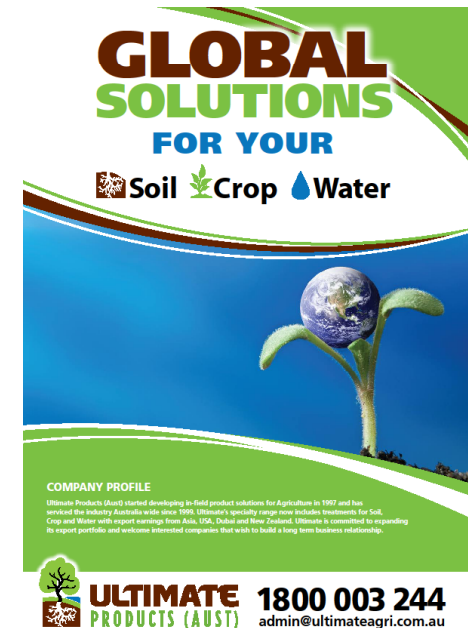
2010 – “Gaining New Ground”

- In May 2010 “Ultimate Industrial” is appointed the sole International Distributor for SOLACOAT – Heat Reflective Coatings.
- Ultimate re-launches the complete range of Products including solutions for Soil, Crop, Water and Industrial Surface Coatings.
- The re-launch includes a new look for the Company and product logo’s. Ultimate’s full product range includes a total of 14 product solutions.



1997 – 2010 Company Overview

- Ultimate now has six warehouse locations across Australia servicing the Agri and Industrial markets.
- To date Ultimate has now gained export earnings from New Zealand, Malaysia, UAE, South Africa, Netherlands, Sri Lanka, Bangladesh and USA.
- Ultimate Products (Aust) is still 100% owned by Mr Peter Leach and Mr Glen McDonald.
- We also survived Australia's "Worst Drought in 100 years".



International Distributor Enquiries

www.ultimateagri.com.au

Company Director

Mr Glen McDonald

T: +61 3 9798 3544

M: +61 427 059 595

E: glen@ultimateagri.com.au

International Marketing

Ms Naomi Curtis

T: +61 3 9798 3544

M: +61 428 152 035

E: sales@ultimateagri.com.au

International Logistics

Robert Leach

T: +61 3 9798 3544

F: +61 3 9798 3655

E: admin@ultimateagri.com.au

