

Blanch, Belinda

From: Jim Puppa [REDACTED]
Sent: Friday, 17 August 2012 6:30 PM
To: Adjudication
Subject: Notification N95877

To whom it may concern,

I am writing to support Peter McInnes in their Notification N95877.

I am the owner of a high end retail specialty store with a shop front, and an online store which retails to both the private and commercial sectors.

I have been trading with Peter McInnes in excess of 15 years and have found this company to conduct their affairs with great passion, integrity and fairness to the consumer and retailer.

It is with experience, that I can state categorically, that online sales in many instances have been detrimental to consumers, particularly when the KitchenAid products have been purchased from overseas, or sold by non-accredited Australian online stores. We have had many customers "burnt" in this manner as their machines purchased online have been either beyond economic repair, or completely destroyed as they have not been manufactured for Australian 220-240 volt power .

There are currently online sales that do not afford the consumer any, or very minimal warranty protection. There are also copies of the KitchenAid from Asia, which are being passed off by unscrupulous online operators. I therefore applaud Peter McInnes in their endeavours which reflects their consideration of consumer interests and the integrity to the "Brand"

No doubt that there will be other retailers whom will strongly object and argue that it's not in the best interest of the consumer, but as a retailer with an online store, I would strongly disagree.

Our online store represents a significant investment in the past, and future investment is expected to be considerable, I don't envisage that the actions by Peter McInnes will be detrimental to our online business or the consumer.

Yours faithfully

James Puppa
Director

Gemini Catering Equipment
13 - 15 Pultney Street
Dandenong VIC 3175

Free Call: 1800 000 028
Fax: 03 9794 0612
www.gemincateringequipment.com.au