

Embargoed until February 17

## **Australian farmers Look to Landmark**

Leading rural services company, Landmark, has launched a new look brand to reinforce its business values and commitment to Australia's agricultural communities.

Landmark General Manager, Graeme Jacobs, said the new brand – Look to Us – was an incisive summation of Landmark company values and would be delivered across all business units: rural merchandise, fertiliser, livestock, wool, finance, insurance, real estate and farm services.

"The new brand – Look to Us – demonstrates and reflects the breadth and depth of the Landmark business and network," Mr Jacobs said.

"It is more than a brand change; it is our commitment to meeting the changing needs of our rural customers. Landmark has always been there to assist our rural customers; with new technology and farming systems and with advice and support, and now, more than ever farmers can look to us to partner them as Australia's leading agribusiness supplier.

"We are growing and improving the business so everyone in rural Australia can benefit from our extensive network and from sharing our knowledge to create innovative, technically advanced but above all, simple and practical solutions to farming needs.

"Landmark's strength has always been its 400 strong network of rural stores and 2000 employees directly serving Australia's rural community and this new branding now better reflects our unrivalled expertise, customer relationships, and innovative solutions and most importantly, our commitment to the communities we proudly serve.

"Landmark can add value to rural businesses with strategic advice and the latest information, new products and farming applications and strategies to help them achieve the best possible return on their investment," Mr Jacobs said.

The new branding will be progressively rolled out across Landmark's 400 strong store and agent network. The new brand will be officially launched on February 17 with a series of television and press advertisements across rural Australia.

Ends.

**About Landmark:** Landmark has been part of rural Australia since 1840 and is today Australia's leading distributor of merchandise and fertiliser with 2000 employees servicing more than 100,000 customers in a national network of around 400 locations.

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