

# ***Filter and Industrial***

will soon become  **REDSHED**

## **IMPORTANT REBRANDING INFORMATION FOR SUPPLIERS**

NAME CHANGE NOTICE FROM 'FILTER AND INDUSTRIAL CO' TO 'RED SHED'  
OUR ABN (REMAINS THE SAME): 51668182835

On 1 June 2023, we are rebranding and changing our name from 'FILTER AND INDUSTRIAL CO' to 'RED SHED'.

**Below is what you can expect from our rebranding effort, and what actions to take now in order to keep your systems up to date.**

### **What's changing?**

- **Company Trading Name:** From 'Filter and Industrial Co' to 'RED SHED'
- **Logo Change:** Our company logo will change, and you will start seeing the RED SHED logo on all our online and offline communications and materials.
- **Visual Branding:** The visual branding of our company will change, with a different overall look and feel.
- **Email and Website Address Changes:** Our email and website addresses will change from using 'filterandindustrial.com.au' to '**redshed.au**' e.g. **sales@redshed.au\*\*\***
- **NOTE:** Our ABN, phone number and physical address will not change

**\*\*\*Please note the no ".com" bit in our new address. Just "redshed.au". Short, simple and sweet.**

### **Avoid communication delays. A tick list of five (5) easy things to action right now...**

You can update the following in your systems records ASAP to ensure no communication or payment delays after 1st of June, 2023:

- 1. COMPANY NAME: Change from 'Filter and Industrial Co' to "RED SHED"
- 2. INVOICES: Start sending to '**invoices@redshed.au**'
- 3. STATEMENTS: Start sending to '**accounts@redshed.au**'
- 4. All other correspondence to our primary address '**sales@redshed.au**'
- 5. ADVISE US if you would like our customer payment code to be different to the default code, 'REDSHED'.

We value our relationship with you and appreciate your understanding during our rebrand. If you have any questions I'm here to answer them at my new email address **craig@redshed.au**

Here's to always moving forward.

### **NEW LOGO BELOW**

#### **Craig Dahlenburg**

Filter and Industrial (soon to be RED SHED)  
E: **craig@redshed.au (no .com bit!)**  
P: 0427 570 417

