

TAKE A CLOSER LOOK CAMPAIGN

This direct mail piece consists of a custom designed and printed mailing box with a few useful goodies inside.

“You’re invited to ‘take a closer look’, as Centor Oceania can provide solutions to your seed coating polymer application needs, as this is the focus of our business, which in turn means we give you the best independent advice to ensure you get the most from your coatings,” Mr Driscoll said.

“Centor Oceania has a range of R&D options with the assistance of expert staff that have been involved in the seed industry and seed coating business for over 25 years – whether it be for broadacre, row crops, legume crops, vegetable crops, or something completely novel we can help you find the coating solution you need.”

A member of the Australian Seed Federation, Centor Oceania is an independently owned and operated business servicing the Asia Pacific in all aspects of seed applied technology.

Working closely with seed companies to better understand their individual needs and requirements, Mr Driscoll said Centor Oceania takes the approach of tailoring solutions to problems rather than offering a ‘one size fits all’ approach.

“To better understand this, it’s helpful to know that the origins of the company were originally in the toll treatment of seed for its customers, so we understand the seed treatment process very well, including all the challenges that go with it,” Mr Driscoll said.

“A focus for our polymer coating materials business is to offer our customers an environmentally friendly or bio-degradable option, while also ensuring that we maintain our very high-quality standards.”