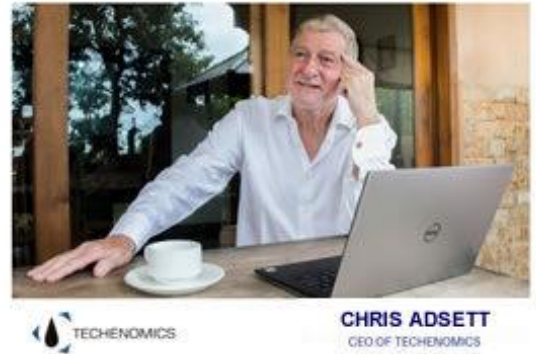


4 April 2022
Press Release

New ambassador in NSW to help spread the good oil on Techenomics

Assisting Techenomics International increase awareness of its total fluid management services that boost the capabilities of oil and lubricants helping engines and operating equipment perform better for longer and more cost effectively is new ambassador for New South Wales Bill Ashford.

The appointment coincides with the global company's new fluids analysis laboratory that recently opened in Gunnedah serving the northern NSW region's coal industry along with the traditional agricultural industries and other industries in which lubricants play a role in helping to keep business operating.



A long-time Gunnedah resident, a local Chamber of Commerce committee member and rugby union stalwart, Bill is well placed to help the company develop its business in the town and wider region.

Not only does he have extensive networks in Gunnedah and north-western NSW, his previous extensive work in the financial services field, his widespread rugby union connections and his current role as sales manager for defibrillator distributor Cooridon Health Services mean Bill is well known throughout the state.



New Techenomics ambassador for NSW Bill Ashford

He has worked in financial services in Gunnedah, Orange, Dubbo, Forster, Sydney and Australia-wide specialising in personal risk insurance for individuals, agriculture, mining and businesses.

In welcoming Bill Ashford to the new role, Techenomics CEO Chris Adsett said he was confident that Bill had the right business credentials, the appropriate complementary networks and a positive and outgoing manner to increase awareness of the company throughout the northwest region and further afield in NSW.

“While we have a position in the mining industry in the Gunnedah area that we can grow with our existing team and the experience we have built up over many years, Bill can help increase our business in the agricultural industry and fields such as transport and other industries where lubricants play a role in productivity.

“Agriculture and particularly broadacre farming plays an important role in the economy of the Gunnedah and Narrabri areas of northern NSW and farmers have always been very aware of the need to look after their patch of productive dirt in a sustainable way.

“In this way they ensure that the land remains productive for the benefit of future operations as well as ongoing production of the natural resources that sustain the human race.

“Just as our products and services are creating a more sustainable thermal coal industry in the region and reducing the environmental footprint of these operations, they have a similar role in the agricultural industry,” he said.

“Working with Jason Davis, who knows and fully understands the technical aspects of our operations, Bill and Jason have what it takes to see Techenomics continue to grow and make a difference in optimising operations, which is important as the world is becoming much more ‘green’ conscious.”



Techenomics' Jason Davis

As well as being an ambassador for Techenomics fluid management services, Bill will also help in spreading the word about Liquid Tungsten, a product that adds value by further enhancing the capabilities of lubricants.

“I am impressed with Techenomics’ services and products,” Bill Ashford said, “as well as the commitment and expertise of staff, who always put the customer first in their quest to gain maximum benefit from oil and lubricants.

“I believe my experience in financial planning and services, my engagement with the rugby fraternity around NSW, my role in defibrillator sales and the extensive networks I have established and continue to build upon, will complement what Techenomics has achieved and its growth plans for the Gunnedah region and the rest of NSW,” he said.

Techenomics’ Gunnedah laboratory provides a full range of testing for lubricants, grease, coolants, fuels and

transformer oils and is also equipped for Ruler testing of remaining life hydraulic, transformer and turbine oils.

The state-of-the-art facility incorporates the latest fluid analysis technology operated by fully trained experts led by Jason Davis who are able to analyse and interpret lubricant samples.

It forms a division of the Techenomics International group that operates laboratories from North Asia through South East Asia, Australia and Africa.

“The Gunnedah team is totally committed to supporting the local community and the company is keen to become an important community enterprise, providing employment and skill sharing, just as we do in every location in which we operate,” Adsett said.

He concluded: "In Bill, we believe we have found a person who treats people with respect and whose business skills and attributes complement our 'customer always comes first' commitment to business."



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The Techenomics team in Gunnedah is pleased to discuss with farmers how to help make more efficient and cost-effective use of lubricants. Contact Jason Davis (jason.davis@techenomics.com), Bill Ashford (bill.ashford@techenomics.com), telephone 0439 421870 or Chris Adsett (c.adsett@techenomics.com).

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