

**NEWS**

## Partnership between Santrev and FarmMark

Luke Trevanion from Santrev and Luigi Di Clemente from FarmMark are very pleased to announce that effective July 2020, Santrev and FarmMark will be joining forces.

"This is a very exciting opportunity for both companies, for our employees and our clients," they said.

Increasingly, Australian poultry and pig growers have been looking for a greater level of accountability and professionalism from industry service providers and bringing these two companies together will provide that service.

The new company will provide full turnkey ability under one roof with enhanced industry experience and expertise.

The merged business will create a more comprehensive infrastructure with faster response times for clients across the country and provide a true 'one-stop-shop' for experienced growers and new growers alike.

Complete services provided by the

new entity will include.

- Design and consultation service.
- Full project management function.
- Build programs providing competitive pricing and guaranteed completion times.
- Internal equipment with multiple equipment options.
- Electrical services and equipment.
- Commissioning and training support.

Both companies believe this is a marriage of two highly compatible firms who have worked together for twenty years and both companies firmly believe that the customer should always come first.

Both owners hold similar values and philosophies on doing business which includes producing an excellent job that provides a high performance and quality outcome, an emphasis on honesty and integrity, and the importance of bringing a positive attitude to work.

FarmMark Director, Luigi Di Clemente said "It is important to build a strong and trustworthy relationship with

our clients and we stand behind all our products with spare parts and warranties.

"We will continue to offer the best ongoing service and training to help achieve the best results".

"We will continue to build and own farms for ourselves that give us the insight into the industry that makes us better at what we do every day and provide a greater opportunity to our clients to be more successful in this competitive world," said Luke.

"Though we will now operate under one company umbrella, day to day operation will continue as normal and Santrev and FarmMark will continue in their current states so ordering and invoicing will be as normal.

"You will still be dealing with the same people and you can depend on the same quality of work and service.

"Please join us as we look forward to an exciting and prosperous future for our employees, our project partners and our clients."

## Renowned Australian shed building company Santrev issues 'cease and desist' notice to blatant imitators

Santrev's lawyers have issued a notice to a UK based poultry industry supplier to cease imitating the company's marketing strategies and material.

On March 26, 2020, Luke Trevanion, Managing Director of Santrev, through the company's lawyers, issued a demand to 'cease and desist,' from infringements of their clients rights.

A business with its head office in Northern Ireland and branches in Shanghai and Australia, has according to Luke "replicated Santrev's marketing material and well promoted trade slogans".

They have even used testimonials issued to Santrev by leading poultry organisations.

In conversations with *Poultry Digest* Luke not only expressed his anger and distress at what he describes as a blatant act of passing off Santrev's marketing and design assets as their

own, but warned of the potential for creating confusion in the shed building sector.

Apart from the potential damage to Santrev's long established business, Luke feels that clients may well believe, because of the similarity of the marketing materials, that they are dealing with Santrev rather than a completely different company.

Luke explained that Santrev did some time ago use this company as a supplier of raw materials, but that arrangement ceased some 10 years ago and all links have been severed as a result of poor quality and service.

The modern poultry industry globally is the beneficiary of some amazing technology, much of it developed within the space of a generation.

Recently a number of leading innovators in poultry shed equipment have had their ideas and production methods blatantly copied.

Visitors to overseas trade exhibitions like VIV Asia will be familiar with the 'no photography' sign on stands.

In fact in recent years wariness of poultry equipment manufacturers to allow anyone, including industry journalists, to photograph new products makes *Poultry Digest's* job in bringing you up to date information on new products, that much harder.

This latest example of intellectual property (IP) misrepresentation, appears to go further than just replicating Santrev's technical design features, but in fact taking the whole of a company's design, construction and marketing and then representing this as its own.

This is a very troubling development as the Australian poultry industry develops advance management technology and strategies involving AI and complex data management systems that take years and much ingenuity to develop.



Luigi Di Clemente and Luke Trevanion finalising the merge of FarmMark and Santrev



**FarmMark**  
Livestock Solutions

Freecall: 1800 500 225

[www.farmmark.com.au](http://www.farmmark.com.au)  
[office@farmmark.com.au](mailto:office@farmmark.com.au)

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