

## Rural West

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### Reminder:

Prices listed on our website or listed in our catalogue may be subject to change without notice. For any pricing queries please contact our office. We are more than happy to post or e-mail current product catalogues upon request.

## RURAL WEST Has Moved...

Well, the offices have:

From: Unit 3 / 98 President Street

To: Unit 3 (rear)  
94 President Street.

The new offices are just next door to the current group of factory units at 98 President Street — in effect, the next driveway down!!

All other contact details—telephone, fax, post office box number etc, all remain unchanged.

## Rural West

October 2006

## October Newsletter

### Message from Andrew MacDonald

Running a business is always full of surprises, as many of you would know—the latest surprise for Rural West occurred earlier this month when we were offered the opportunity to move to bigger premises—just next door!!!

So if you have had any problems getting hold of us, either by phone, fax or via e-mail, I must apologise as there were a few occasions when our communications were down for a little longer than we had planned—as we moved everything from Unit 3, 98 President Street to Unit 2, 92 President Street.

So if you are paying us a visit in the next few weeks, please note that our offices and store area for the pet products is now located in our new facility—just next door!!

In this October edition of the K-9 Kare Newsletter, we are focusing on winning the battle against flies this summer and protecting your animals from these pesky nuisances. Rural West offer a wide range of products and ideas to help you make your animals and pets more comfortable this summer.

Following a few recent queries, this newsletter re-iterates the policy relating to Delivery of Orders—please read page 7 and don't hesitate to contact Simone if you have any questions regarding our delivery policies and procedures.

As always, if there is any feature in this newsletter that you would like to comment on or receive further information about, please do not hesitate to contact either myself or Simone D'Anna at Rural West.

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## Protecting Your Animals From Flies This Summer

Over the past couple of years, this **K-9 Kare Newsletter** from **Rural West** has featured a whole range of products designed to help you keep flies away from your pets and to help keep the environment around all your animals as free from flies as possible.

With some predictions of a long hot summer ahead, it is timely to revisit these various features and pull them all together now so that you are well prepared for whatever this summer has to offer in terms of those annoying and sometimes debilitating nuisances.

In essence, **Rural West** recommends an approach that combines a number of strategies to effectively reduce the number of flies around your home, yard, kennel or stable. It takes more than just one product or procedure to minimise fly numbers:

1) **Minimising the flies in your environment:** our first strategy looks at the products available to reduce and minimise the number of flies in your surrounds:



**Use a Fly Trap** - Fly Traps attract and capture flies (and when you consider that a female fly can lay up to 150 eggs, every female fly captured helps to keep their numbers down). One of the most effective fly traps - and one that does not use poisons or toxins - is the **Efekto Fly Trap**. The **Efekto Fly Trap** uses an organic bait that is activated when placed in water.

Each **Efekto Fly Trap** comes with four bait sachets (which should last 4-6 months) and retail price is \$21.00 (+gst)

### **SPECIAL OFFER:**

*Purchase 2 \* Efekto Fly Traps for only \$40.00 (+ gst) and receive an additional bait pack containing 4 sachets worth \$7.00 (+gst) absolutely FREE - but only on orders received by 5pm 11th November 2006.*

**Use a Fly Spray** - a residual insecticide such as Coopex - a water dispersible residual insecticide for the control of flies (and other flying insects - is ideal for spraying around your home, yard, kennel or stable. Need a fogger / mister to spray the Coopex? Why pay \$475 when you can rent the Dyna-Fog Hurricane from **Rural West** for only \$30 per week with any purchase of residual insecticide, such as Execute from Tasman Chemicals, KnockDown from Chemform or Coopex sachets.

## Delivery of Orders From Rural West

Rural West is proud to offer delivery of any order to all customers, including those living outside the Perth Metro area. Please note orders totalling \$200.00 or more are sent freight free to any Perth Metro address. Orders under \$200.00 may attract a \$6.00 + gst freight charge. Freight charges must be charged as per consignment for any deliveries made outside the Perth metro area regardless of value.

Please note while every effort is taken to provide next day delivery to Perth Metro areas, occasionally disruptions may occur thus delaying delivery time. Rural West asks for your understanding in this matter by allowing a minimum 48 hours delivery expectancy of all orders.

Rural West is committed to providing fast, reliable service to all our customers, should you require an urgent delivery or have a special request, please feel free to contact us as we will always attempt to full fill your requirements to the best of our ability.

In order for Rural West to provide the best service possible, may we ask that the following guidelines be considered:

- \* Please allow minimum 48 hours delivery time
- \* Please place orders before 3pm. (Orders placed after this time, may experience some delay).
- \* Please mention if there is any urgency regarding order.
- \* Should a product normally stocked by Rural West be unavailable, the remainder of your order will be despatched as per usual and the product unavailable will be forwarded to you ASAP with no further delivery charge.
- \* Please note deliveries can not normally be made on a Saturday or Sunday, order s placed on any Friday will normally arrive the next Monday.

Please note any order sent via courier or post are sent at receivers' risk. If an expected delivery has not arrived within the nominated time frame, please contact Rural West ASAP.

We thank you for your consideration in this matter. Please do not hesitate to contact Simone in our office should you have any questions or comments relating to this or any other matter.

## Did You Know that Rural West Also Sells....

...**Livamol**, Australia's leading coat conditioner and the **Livamol Grooming Range**.



**Livamol** is a molasses and protein meal supplement for animals and birds and is used to improve coat condition and well being. A highly palatable rich red meal, Livamol can be mixed with your pets food and only 25 to 50gms (1 - 2 tablespoons) is required per animal per day in the few days before a show.

The **Livamol Grooming Range** has been specifically designed to complement **Livamol** and delivers superior grooming when preparing your pet for showing:

- **Livamol SUDS** is a Shampoo and Conditioner that helps maintain top coat appearance,
- **Livamol BLU** is a Stain Remover, Colour Brightener and Whitener formulated to shift stubborn marks, stains and dirt from coats, manes and tails,
- **Livamol GLO** is a Finishing Polish for Brilliant Shine that helps to protect the coat and repel dirt and dust - helps keeps manes and tails manageable, tangle free and glistening,

All these products come in a 750ml pack and cost \$16.50 (+gst) for the SUDS, \$18.00 (+gst) for the BLU and \$21.50(+gst) for the GLO.

### Special Offer:

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## Protecting Your Animals From Flies This Summer (continued)

Use a Fly Bait - a third option is to spread a fly bait to keep adult fly numbers under control. **Rural West** recommends **QuickBayt** - ready to use bait granules that can be used both inside and outside in a number of applications:

- Scatter **QuickBayt** onto dry level surfaces,
- Set up **QuickBayt** stations by sprinkling into shallow tins (but keep out of reach of animals),
- Flies are more attracted to moist bait, so sprinkle **QuickBayt** on moist Hessian sacks, or moisten bait with a light spray of water,
- Create a paste by mixing granules of **QuickBayt** with water and apply paste to spots where flies rest.

**QuickBayt** contains BITREX, an acutely bitter agent which reduces the possibility of accidental ingestion by children, domestic animals or wildlife.

**QuickBayt** is sold in 2kg buckets - retail price is \$131.00 (+gst)

### SPECIAL OFFER:

2) Keep your environment clean and free of items / areas that attract flies: our second strategy combines a little "house-keeping" with products that help you to keep your home, yard, kennel or stable clean:

A. Flies are attracted to manure and garbage, with moist areas and decaying organic matter being ideal breeding grounds for flies. Rid your environment of these and you will reduce the number of flies,

**Rural West** sell a number of products that can be used for washing down all those areas where animals are active:

- Tasman Chemical's **Kennel and Stable Wash** is a one step all purpose cleaner / disinfectant that absorbs odours, has a long lasting fragrance and kills bacteria and viruses. Available in 20L - retail price \$50 (+gst) - and 5L - retail price is \$17 (+gst).

## Protecting Your Animals From Flies This Summer (continued)

An alternative is a clean with **Arogent Detergent**, followed by disinfecting with **Arofectant Disinfectant Concentrate**:

**Arogent Detergent** is a heavy duty hospital grade detergent, scented with eucalyptus. It is available in 20L - retail price is \$45 (+gst) - and 5L - retail price is \$14 (+gst).

**Arofectant Disinfectant Concentrate** is an all purpose general disinfectant used for:

- i. washing down kennels, catteries, stables, patios etc.
- ii. household disinfection of toilets, laundries and the household rubbish bin,
- iii. disinfection of Hydrobaths.

**Arofectant Disinfectant Concentrate** is biodegradable, ozone safe, user friendly and is diluted for use - one part concentrate to 49 parts water. It comes in 20L packs - retail price is \$34.00 (+gst) - and 5L packs - retail price is \$13.00 (+gst) packs and is available in three fragrances - bubblegum, eucalyptus and lemon.

### SPECIAL OFFER:

Recently, **Rural West** introduced **Virukill**, a new disinfectant that is not only active against all groups of pathogens (viruses, bacteria, fungi, even algae) but is also safer to use than a number of disinfectants on the market. **Virukill** is available in 5L - retail price is \$\*\* (+gst); 10L - retail price is \$440.00 (+gst) and 20L - retail price is \$\*\* (+gst). See the August **K-9 Kare Newsletter** for further details about **Virukill**.

3) Keep your pets clean and healthy this summer: **Rural West** have a myriad of products that have been featured over the past two years that contribute to your pets health and well being, many of which can help to ensure that your pet is not inconvenienced or annoyed unnecessarily by flies this summer:

**On the inside** - your pets' good health and well being starts with a good balanced diet, but there are supplements to their diet that can improve their health, particularly in relation to the condition and vitality of their skin and their coat. In June 2005, the **K-9 Kare Newsletter** featured an article on Skin Conditions in Dogs, pointing out that one reason for dry, red, itchy and flaky skin was the lack of Omega 3 essential fatty acids in their diet, especially if fed processed or cooked foods (as these contain very little Omega 3 EFAs).

## Protecting Your Animals From Flies This Summer (continued)

One solution is **K-9 Kare Flaxseed Oil**, a 100% cold pressed, human grade EFA supplement that provides a rich source of Omega 3 EFA. Make **K-9 Kare Flaxseed Oil** part of your dog's daily diet this summer and see the improvement in the condition of their skin and coat. **K-9 Kare Flaxseed Oil** is available in 500ml - retail price is \$12.50 (+gst); 1L - retail price is \$20 (+gst); and 5L - retail price is \$80 (+gst).

Another popular products has been **Charco's** - the charcoal dog treat that helps eliminate bad odours that some dogs experience (including bad breath and flatulence).

### SPECIAL OFFER:

*Purchase 2 \* 500ml K-9 Kare Flaxseed Oil for \$24 (+gst) and receive 1 \* 200gm Charco biscuits FREE*

**On the outside** - whether you are using **Rural West Hydrobath Concentrate Insecticidal Dog Wash**, a hypo-allergenic, insecticidal dog wash and conditioner that kills fleas on contact and aids in the prevention of re-infestation of fleas, or one of the recently featured Virbac medicated shampoo products, such as the oatmeal based Episoothe, a regular wash is important part of "the war" on flies. **Rural West** also supplies a wide range of flea treatments and fly control products such a Frontline Plus, Advantage, Duogard, Fly Repella Cream, Flyaway or Repel X.

Most pets experience some sort of nick, cut, abrasion or insect bite that can attract flies. To prevent any infection and to speed the healing time of any injury or wound, **Rural West** recommends **Aroclenz** - a versatile skin and wound cleaner. **Aroclenz** will also take the sting out of insect bites or sunburn and can be used for cleaning ears, skin and between the toes. **Aroclenz** is sold in a 500ml pack - retail price is \$9 (+gst)

### SPECIAL OFFER:

*Purchase 2 \* 500 ml Aroclenz trigger spray packs for \$14 (+gst)  
OR 3 \* 500ml trigger spray packs for \$18 (+gst) - but only on orders received before 5pm 15th November 2006.*