

SmartShade launched

By EMMA GREEN

A NEW smartshade concept could further cement Stanthorpe company NetPro as an industry leader in the rural sector.

NetPro recently took delivery of a new netting product, named SmartShade, which promises to generate millions of dollars in turnover each year for the business.

Director, Claude Grayling said, "We anticipate this sector of sales will inject a further \$50 million of turnover for NetPro over the next five years, which in turn will mean more employment opportunities and associated economic benefits to Stanthorpe, and Queensland.

"In transport alone, this will see six hundred containers of product arriving in Stanthorpe over that time period," he said.

SmartShade will target the domestic Australian shade cloth market providing customers with a fresh, unique product.

Local, state and international representatives gathered at the Stanthorpe head office to launch the new SmartShade distribution recently.

NetPro is an Australasian leader in protective canopies, providing 90 per cent of the rural sector with its shielding systems, and this new endeavour is hoped to further cement their standing.

They are the largest protective canopy distributor in Australasia, equipping farmers with protective canopies to minimise crop losses and pest control, to protect from climatic extremes, general elements and to ensure product quality throughout all seasons.

NetPro originated 14 years ago to offer horticulturalists a total package of protective canopies, from design, to product type, to final installation.

Ongoing research and development regarding high technology pitch hail nets and shade systems over water storage areas, has further cemented



NetPro representatives in front of their first SmartShade delivery at Stanthorpe headquarters.

Picture by Emma Green. 7/22-246-4610.

NetPro's market position.

This new high quality shade cloth range incorporates many of the improvements originally developed for their large-scale worldwide installations in the rural sector.

Some of these improvements include tighter gauge knitting, heavy-duty eyelets on outer edges for easier installation, and

more user-friendly widths of product i.e. 2m and 4m wide.

The colour ranges offered are based upon proven large commercial scale nursery operations that require longevity and production of quality plants.

NetPro Director, Graham Minifie said, "We see this as a gradual growth scenario

and are currently formalising desired agents for specific areas of Australia - many of the agents are currently in Stanthorpe ironing out our marketing strategies."

NetPro have licensed agents in Western Australia, Tasmania, and New Zealand and have negotiations underway for parts of Queensland, New South Wales and Victoria.