

The logo for 1300 ALLTRADES is a dark blue rectangular sign with a white border, featuring the text "1300 ALLTRADES" in white, bold, sans-serif capital letters. The sign is centered on a solid orange background.

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"We ramped up from 17 calls per month when we started the business in February to a peak of 766 calls per month in July.

"The phone plays a crucial role in the company's business and that our Phoneword has made an incredible difference in call volume and customer recall. When we answer the phones, we answer '1300 ALLTRADES.' We use this number in all our advertising so that customers will remember the number to call. We have some walk-ins and a few customers contact us via our Web site (www.1300alltrades.com.au), but most of our business is by phone." "We use it consistently, whether it be newspaper, flyers, coupons or on our vehicles.

<http://1300alltrades.com.au/>

Peter Nikakis - CEO - 1300 ALLTRADES