

Media Release

1 January 2016



Impact Fertilisers Now a Brand of Ameropa Australia

Impact Fertilisers Australia Pty Ltd changed its name to Ameropa Australia Pty Ltd on 1 January 2016. The company will however, retain the Impact Fertilisers brand as a trading name which means that customers will see very few changes.

There has been no change to the ownership of the company, the Board of Directors or senior management, but simply a change of company name.

Since 2010, Impact Fertilisers has been a wholly owned subsidiary of the Ameropa Group, a private, family owned international agri-business. Jim Mole, the CEO of Ameropa Australia explained that, “The change in name to Ameropa Australia Pty Ltd allows us to bring our Australian brands under the umbrella of one company name. It also recognises the global backing of our parent company.”

“The signage at our fertiliser distribution centres and depots, as well as at our SSP manufacturing facility, will remain proudly as Impact Fertilisers,” added Mr Mole. “Impact has a long history serving Australian agriculture and will continue in its mission to make fertiliser easy for our customers.”

Impact Fertilisers is a leading supplier of fertiliser products and services in Eastern Australia, with the company name established in 1994. Today Impact covers the entire East Coast Fertiliser market with nine fertiliser distribution facilities on the mainland and eight depots in Tasmania offering quality fertiliser products, operating under the Impact Fertilisers brand. Also Impact’s single superphosphate requirements are manufactured at our own manufacturing plant in Hobart.

Impact Fertilisers Pty Ltd has also changed its name to Ameropa Australia Pty Ltd.

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