

Wynnes

Case Study 

Managing Garbage is Serious Business!

Client: Superior Pak

PREPARED BY:

Wynnes Patent and Trade Mark Attorneys

4/27 Godwin Street

Bulimba, Brisbane, Queensland, Australia, 4171

Telephone 61 7 3399 46 25

www.wynnes.com.au

My business relationship with Ewen Wynne goes back almost 15 years and continues to this day

Rob Wrigley, Managing Director

ROB WRIGLEY, MANAGING DIRECTOR OF SUPERIOR PAK, AUSTRALIA'S INDUSTRY LEADER IN WASTE COLLECTION, EQUIPMENT AND WASTE MANAGEMENT SOLUTIONS HAS PROBABLY HEARD EVERY GARBAGE JOKE THERE IS. HOWEVER, WITH HIS COMPANY'S STATE-OF-THE-ART INNOVATIONS, TAILORED DESIGN, FABRICATION AND 24/7 SUPPORT SERVICES, GARBAGE IS REALLY NO LAUGHING MATTER.



Superior Pak's talented professionals ensure they are at the forefront of their industry in terms of continuously improving their product range, customised solutions and responsive service teams. This is why Wynnes Patent Attorneys have been such a natural fit for protecting Superior Pak's business by providing professional, timely and proactive advice and ongoing monitoring of Trade Mark, Branding and Intellectual Property Protection. Both companies have similar values and standards, so it is not hard to imagine why the relationship is so successful.

WHY REGISTER A TRADE MARK?

FOR A BUSINESS OR COMPANY, THE BRANDING OF ITS PRODUCTS OR SERVICES IS WHAT TRULY SETS IT APART FROM OTHER BUSINESSES IN THE SAME INDUSTRY. IT NOT ONLY IDENTIFIES A BUSINESS, BUT IT IS A BUSINESS'S IDENTITY.

A registered Trade Mark protects the reputation of the business and its owners from counterfeit or substandard goods or services. For an industry leader like Superior Pak and its innovative designs and manufactured solutions, this is key to protecting their ongoing investment and the relationship with their valued customers.

Sadly, in Australia, many people still wrongly believe a business name is all that is required. However, Trade Mark registration is the only way to really protect a business's name and reputation. With every new design, invention, improvement and innovation Superior Pak looks to Wynnes Patent Attorney for expert tailored advice and assistance in registering new patents, protecting their brand and logo, maintaining a watchful eye over any suspicious IP activity and collaboratively maintaining a database. Wynnes Patent Attorney also provides ongoing vigilance and reports and a much needed "formal protection element" to Superior Pak's business.



“In the past there had been a third-party issue and Wynnes ensured the response was timely and efficient when enforcing our rights”

“I have no hesitation in recommending Wynnes Patent Attorneys to any business – there’s no question, they are professionals”

For more information on what you need to know and how to protect your business, product or service, go to

www.wynnes.com.au

PREPARED BY:
Wynnes Patent and Trade Mark Attorneys
4/27 Godwin Street
Bulimba, Brisbane, Queensland, Australia, 4171
Telephone 61 7 3399 46 25

www.wynnes.com.au