



ECODYNAMICS STRENGTHENS POSITION IN LANDSCAPING SERVICES INDUSTRY

Australia's largest landscaping products and services company, Ecodynamics, has today announced the merger of its sub-brands – WeBlow, Aquaseeding and Mossrock – which will be housed under the Ecodynamics name for its operations in Victoria, New South Wales and South Australia.

The company this year has reached a record annual turnover of \$35 million and with 125 staff across three states, the amalgamation of the brands under the Ecodynamics name bolsters the company's position as a market leader and one-stop shop in the landscaping services and products industry.

With turnover expected to rise to \$40 million by 2022, the company is expected to grow exponentially in line with the burgeoning infrastructure projects planned across Australia, and the shift towards creating more sustainable, greener futures.

The vertically integrated company will now consist of four divisions spanning landscaping, services, mulch and the nursery. The nursery division is the company's social enterprise that aims to offset climate change and land degradation through community initiatives.

Ecodynamics managing director Nick Somes says bringing the companies together is responding to the need in the market to offer a diverse range of products and services under a single and easy to recognise brand in the marketplace.

"Three trusted brand names are coming together to give customers a more cohesive and comprehensive offering of products and services in one place," he says.

"Ecodynamics is made up of experts and innovators in the industry and we have recognised an opportunity to unite our businesses to meet the demands of both the industry and our customers," he continues.

The branding features a new logo to be used across all operations along with the tagline 'Creating Greener Futures'.

"The new branding and tagline reflects our commitment to improving and nurturing communities through landscapes," Somes says.

Ecodynamics has provided landscape solutions to the civil construction industry for 30 years and during this time saw the acquisition of Mossrock 15 years ago, Aquaseeding in 2015 and WeBlow in 2016.

A well-known player in the industry, Ecodynamics has built a reputation for delivering many of Australia's most iconic green spaces, some of which include Eastlink and Birrarung Marr in Victoria, the Northern and Southern Expressways in South Australia, and Burrill Lake in New South Wales.

Along with the new branding, Ecodynamics has announced it will be the Principal Partner for the Australian Institute of Landscape Architects (AILA) Victorian Chapter to directly engage with and support the state's design and landscaping community.

"The partnership aligns with our company ethos and the work we do in

Ecodynamics Group

ACN 608 635 490
ABN 16 608 635 490

100 Brimbank Road
Keilor East VIC 3033

ecodynamics.com.au

greening and nurturing communities. We look forward to working closely with AILA and its member base over the next year to share our expertise in delivering quality projects across Australia,” adds Somes.

ENDS

Notes to editors

For further information about Ecodynamics, interview opportunities and images, please contact Communications Collective:

Sophie Watson
+6 13 9988 2300
+6 14 5073 2331
sophie@communicationscollective.com.au

About Ecodynamics

Ecodynamics is Australia’s leading landscaping products and services company, operating across Victoria, New South Wales and South Australia. With the vision of creating greener futures, Ecodynamics has built a reputation for delivering many of Australia’s most iconic green spaces.

Operating for 30 years, the company consists of four expert divisions which span landscaping, services, mulch and the nursery.

As a one-stop shop, Ecodynamics provides solutions across commercial landscaping, water-sensitive urban design, materials blowing, mulch manufacturing, timber recycling and nursery supply. Ecodynamics deliver landscapes that matter.

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