

GILL & CO TIMBER ADVERTISING FEATURE



KNOWLEDGABLE STAFF: Gill and Co's friendly staff, including John and Dean are on hand to help you with all your needs.

A time of change for Gill and Co

Looking towards the future

A NEW era has begun at Gill and Co timber merchants.

With the company in the hands of third generation owner David Gill, the focus of the company is to move towards growing the business into the digital age.

With the growth of the digital media, in both commercial websites, online shopping and social media, David said there are plans to enhance customers experience with the business digitally.

"We still want to provide that personalised, old school service at the Cleveland and Rocklea sites, but we need to ensure we're up-to-date with our online presence," David said.

It doesn't mean the well-known jingle or logos will change.

"Dad's face will remain as the logo, as will the ad campaign and the song," David said.

"It is quickly recognised and I think Dad was on a winning formula there."

A strong focus for the com-

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The staff here are a part of our family and as our company grows into the future we want to ensure they are well looked after and helped when they need it.

David Gill, on the importance of the Gill and Co team

pany will also be its staff.

"Dad was really great in sitting back and watching the money of the company grow," he said.

"I think now it is the time to be putting some of that back into the business and make it grow for the staff."

Presently Gill and Co employs around 25 staff, who

are predominately full time.

Many of these are long term employees who are well-known by regular customers.

"Dad knew that the last 10 years have been a struggle (with the global financial crisis) and we often asked ourselves, as many businesses did, 'Can we carry on?'"

"We looked at each other and knew that yes, we could."

"Dad's focus was always on the staff and making sure that we were continuing to support them and their families.

"The staff here are a part of our family and as our company grows into the future we want to ensure they are well looked after and helped when they need it."

Gill and Co will continue in its support of the community well into the future by sponsoring events such as the Mount McGravatt Show and Rocklea Show, as well as numerous other local charities.

"The future of the business is looking bright," David said.

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Our staff at **PHD Timber Importers Pty Ltd** would like to

CONGRATULATE GILL & CO

ON **90 YEARS**

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