



# LINE TRUST SOUTH CANTERBURY

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## LINETRUST SOUTH CANTERBURY

To whom it may concern

13 January 2005

### **Endorsement for Energy Mad Ecobulb replacement programme**

I am pleased to be able to provide this letter of endorsement for Energy Mad Ltd, the company which worked with Line Trust South Canterbury in 2004 on a major CFL light bulb replacement programme to consumers in the Alpine Energy Distribution area.

Energy Mad Ltd approached the Trust with a proposal to carry out a pilot project in South Canterbury, with the aim of replacing 62,000 light bulbs with the equivalent number of CFL's. If successful, the pilot would then be the basis for a nationwide project.

When the Trust first met with the directors Tom Mackenzie and Chris Mardon, it was impressed with their educational and employment backgrounds, but mostly with their genuine enthusiasm and energy for the proposal.

It was not a difficult decision to come to an agreement to proceed - the ability of this Company to work through difficult issues, obtain good advice and adapt as the project progressed was the key to its success.

Energy Mad carried out the majority of the work for the programme and it was conducted in an extremely professional manner. Tom and Chris had to gain the confidence of the major retailers in the area - a difficult task given their distribution agent Foodstuffs was very skeptical and declined to be involved in the first instance.

The Trust held a number of meetings with Energy Mad to sort out issues or confirm changes to the project as it was rolled out - the end result being an almost seamless and trouble free project which has resulted in major savings for the consumers and a very high profile for the Trust.

I have no hesitation in recommending Energy Mad and its principals Tom and Chris in any future programme and am happy to talk further with any interested parties.

Yours sincerely

Rick Ramsay  
Chairman  
Linetrust South Canterbury