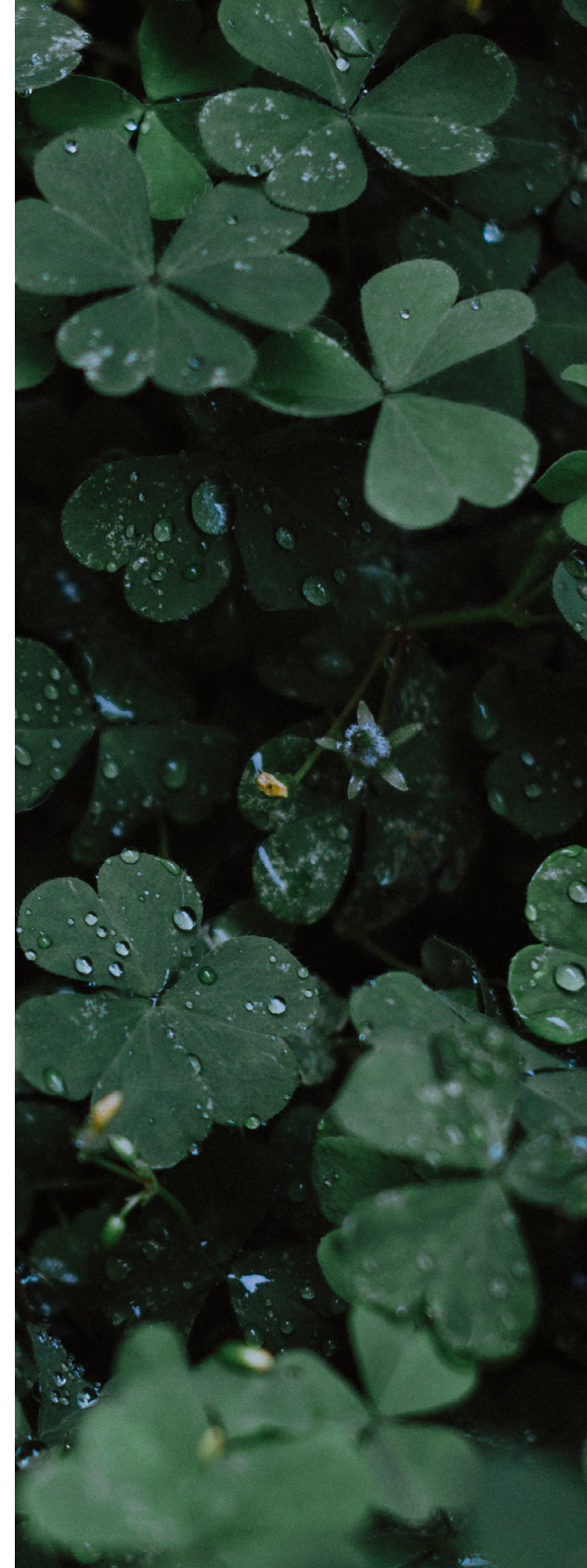




ESTABLISHED 1983

Australia's Oldest Family-Owned
Soap Manufacturer



OUR STORY

It all started with a broken ankle in 1983. Our founder, Liz Valek, was unable to keep up her nursing job and (never the one to be idle) began making up bags of bath salts which she sold to friends. Soon, the business started to flourish. She brought in beautiful triple-milling Italian soap-making machinery, and we were off. We were the first Australian soap-maker to move away from tallow-based soaps and mineral oils, and we pioneered pantry-style, plastic-free soap displays in Australia. Our oldest soap range, Nature's Gifts, has over 25 scents and remains a popular household staple.

Over the years, we have seen many changes. Our staff have had children and grandchildren. We've had retirements and heartbreaks, and like any family-owned business, we've had hard times.

Geneva, Liz's daughter, joined the company in 2018, and together they developed Shampoo With A Purpose, a globally popular range of solid haircare bars. The brand has since saved millions of plastic bottles from being made, used or thrown away and has shifted our business focus toward developing products that benefit our environment (this is, after all, the only one we have). Today, we are more vital than ever thanks to our incredible team. We are lucky to work with our literal and our found family every day. We hope that the love and passion we all share for this business comes across through our products.



A QUICK MESSAGE

Thank you so much for taking the time out to peruse this presentation. The products we make showcase the beautiful ingredients Australia has to offer, with a focus on affordable luxury. By buying Australian Made, you're supporting real, hard-yakka, genuine Australian jobs - and for that, we thank you from the bottom of our hearts.

Clover Fields is our pride and joy. We have one of the best teams on the planet and the products we make are a reflection of their hard work. Thank you for taking the time to read about our story. We hope you love our products.

- Liz, Geneva and the team

WHAT WE MANUFACTURE:



Shampoo/Conditioner Bars
Soaps
Body Scrubs
Bubble Bath
Massage Oil
Bath Salts/Crystals
Body Butter
Shower Gel
Shampoo & Conditioner
Amenities - Hotels, Motels, Yachts
Hand and Body Lotion
Liquid Soap
Hair Oil
Shave Bars
Dishwashing Blocks
Laundry Stain Removing Sticks
Eco home cleaning and care products
Pet Wash & Grooming

OUR CAPABILITIES



NEW ZEALAND
GERMANY
UNITED STATES
CANADA
THE NETHERLANDS
POLAND

ESTABLISHED EXPORT
EXPERIENCE WITH
INTERNATIONAL CLIENTS

OEM MANUFACTURING

Here at Clover Fields we have decades of experience in developing and formulating bespoke ranges for our clients. We work with the utmost confidentiality and create quality products that you'll be proud to call yours. We have low minimum order quantities and a fast turnaround compared with industry standards. You can rest assured knowing that your order will be developed, produced and made with the utmost care at every level. Get in touch with us today if you're interested in custom-order products.

HOW IS IT MADE

We are the market leaders in Shampoo Bar manufacturing. Our unique production process creates the highest quality Shampoo Bars that has given us a distinct standpoint in the market and elevates the quality of our product from all others. We have been producing beautiful soap on precision machinery for 40 years, and have earned our coveted reputation in the market as quality producers with reliable supply.

Our machinery not only triple-mills our product but it does it twice, meaning that our shampoo bars and soaps are more blended and condensed than the other handmade bars on the market. Each of our 135g Shampoo Bars equal up to 6 bottles of regular product, and they hold their shape and don't turn to mush.

Making a high-quality foaming Shampoo Bar available for everyone was important to our family-owned business, the hard part was not taking the easy road of using harmful sulphates, palm oil, animal by-products or other nasty chemicals! So we worked with an excellent team to develop a formulation that wasn't just good for the planet but filled with only the best, natural foaming and conditioning agents to revolutionise hair care and save the planet one bar at a time. Our Shampoo Bars are extra special, as they have also been made with the correct mild pH balance for hair and skin protection. We take pride in knowing our extensive research and testing has enabled us to develop a true Shampoo Bar, rather than a glorified expensive soap.



The new eco-friendly way to shampoo

An Australian duo has created a convenient way to bypass the plastic packaging.

Outside of the pandemic, the greatest problem we all share globally is climate change. The need to live in a more sustainable and environmentally friendly way is clear, but although that is widely understood, there is a lingering perception that it can be more expensive to do so.

The BBC One program *Shop Well for the Planet* set out to dispel that myth, showing how it was possible for a family of four in Britain to easily save the equivalent of \$7000 a year while also drastically reducing their carbon footprint.

Given this was a topic close to her heart, Elizabeth Valek watched the show from her home in Penrith with great interest. "In the very first episode, they said you should swap from using shampoo bottles to a shampoo bar, and we were the first people in Australia to develop this product," says Elizabeth.

With daughter Geneva, Elizabeth runs Shampoo With A Purpose and makes natural, eco-friendly shampoo and conditioner bars, which are vegan and free from plastic packaging.

"Our whole platform is about not contributing extra plastic into the environment, while also providing a better quality product, which is better value for money than even the most inexpensive shampoo at the supermarket, so it ticks every box – and it's an Australian product, made by a family-owned small business," she says.

When *Shop Well for the Planet* crunched the numbers they found \$130 could be saved annually by swapping out products in single-use plastic bottles. Elizabeth and Geneva have run their own tests and know that one of their bars will replace six bottles of regular haircare products.

Elizabeth has long been a pioneer of eco-conscious products. As the owner of Cloverfields, Australia's oldest family-owned soap mill, "we were the first Australian company to make non-tallow soap, and the first to encourage the packaging-free display of naked soap bars, so we've been a minimal-waste brand since 1983," she explains.

Six years ago, Geneva discovered a shampoo bar product in the northern hemisphere but as it was \$30 a shot and



'It's a great product. It's easy to use for all ages, and it just saves you a lot of money, while really helping the environment.'

Elizabeth Valek

Purpose was ready for market. "So initially, we saw the infancy of the product developing overseas, and decided to do one better and fully develop it," says Elizabeth, adding they are the first and only company to process shampoo/conditioner bars on triple-milling, commercial machinery. The result is naturally lathering bars that do not contain any soap "so they will not dry and tangle your hair the same way a bar of soap or shampoo on its own will," explains Elizabeth. There are no harsh chemicals, artificial colours, nor added palm oil products, sulphates or animal byproducts.

The bars are all fragranced with essential oil blends (except the Unscented option and The OG, which is perfumed) and being pH balanced makes them child-friendly, as they won't sting little eyes, and are also mild enough for people with skin conditions such as psoriasis or eczema.

A shampoo and conditioner bar is not a one-size-fits-all product, either. Shampoo With A Purpose has bars for normal, dry, damaged or colour treated hair plus for volume. They're also available in travel sizes, and you can purchase aluminium tins to store them in or gift packs to give others.

Their range also includes other bathroom essentials, such as razors, loofahs, sponges and back scrubbers, plus scented natural soaps. For the kitchen and laundry, there are cleaning liquids and scrubbing brushes, and our four-legged friends haven't been forgotten either, with pet products available.

Elizabeth says they have designed the bars to hold their integrity in the shower ("so they don't turn to mush!") and can also be used on the whole body. While they sell online through their website, they are also happy to take orders over the phone.

"It's a great product," says Elizabeth. "It's easy to use for all ages, and it just saves you a lot of money, while really helping the environment."



Elizabeth and Geneva Valek of Shampoo With A Purpose.

"basically a glorified soap" she wasn't interested in purchasing one. Instead, the entrepreneurial twenty-something asked a question that would change both their lives. "My very, very clever daughter said, 'Mum, could you make me a lab sample?'"

For Elizabeth, with her lifetime of experience, that part was easy. A regular bar of soap is alkaline, however for shampoo it would need to be pH balanced, "but we can't do that on a commercial scale," she lamented, as that type of base wasn't compatible with their existing machinery. Geneva was having none of it. Elizabeth recalls her saying, "No, Mum, you will make this and you will sell it. This is brilliant."

Two years of research and development later, Shampoo With A

ONE BAR = SIX BOTTLES OF SHAMPOO AND CONDITIONER

PLASTIC-FREE ✓
VEGAN ✓
CRUELTY-FREE ✓
PALM OIL-FREE ✓

Shampoo With A Purpose

MAKE THE SWITCH TO ECO-CONSCIOUS LIVING

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AUSTRALIAN MADE WEEK

Australian Made Week builds on success



Ben Lanzetta, Australian Made Week Campaign Chief Executive, is shown with his daughter, Geneva Valek, who is also a member of the Australian Made Campaign website.

The second annual Australian Made Week will run from Monday June 6 to Sunday June 12 as the campaign focuses on encouraging consumers to actively seek locally Australian made and grown products during the week and into the future. The first ever Australian Made Week ran during the last week of May in 2021. Australian Made Campaign encourages Australian shoppers to buy locally made goods over internationally sourced products. As the only initiative of its kind, a multi-channel advertising campaign will be scheduled to run across TV, radio, out-of-home, print, online and social media, along with a curated PR campaign and ambassador to be named.

"We want our licensees and partners to get involved in supporting and celebrating the thousands of local makers and growers around the country," Australian Made campaign chief executive Ben Lanzetta said.

Manufacturers can participate in Australian Made Week 2022 by:

- Promoting their Australian Made products carrying the Australian Made logo,
- Running an Australian Made sale event and/or promotion,
- Sharing Australian Made Week assets across their social networks (these will be provided by you in the coming weeks) with the hashtag #AustralianMadeWeek,
- Telling your Australian Made story,
- And spreading the word about Australian Made Week 2022 to your customer.

This year we're taking it to the next level and offering licensees the chance to promote their Australian Made Week Make Auster. Join in the Australian Made Campaign website.



The Australian Made Campaign focuses on local businesses and products from official manufacturers.

Helping local makers with flood fightback

As the devastating rain continues across Queensland and New South Wales and more clean-ups are necessary, the Australian Made Campaign (AMC) is encouraging consumers to help local businesses fight back through its new 'Flood Fight Back' product page. Featuring almost 900 businesses across flood-affected communities, the page provides consumers with a way to not only discover new and exciting Australian Made products but also the makers and growers' website directly. Here they can put money straight in the pockets of those that need it most.

"Floods, fire, COVID-19 and lockdown restrictions, Aussie businesses have had to overcome a number of incredible challenges in the last few years," Australian Made campaign chief executive Ben Lanzetta said. "While Aussie manufacturers have demonstrated their capacity to innovate and adapt, the latest floods in QLD and NSW are a slight to some businesses that were already hurting."

Local Multinationality maker and founder of the family-run business Heng Collective, Martin Heng, said supporting local businesses was one way Australians could help them persevere and secure the region's future. According to Heng, "We have just been through one of the largest floods in living memory – people have lost their homes, livestock and businesses. The devastation has been heartbreaking. When you buy Australian Made, you are helping to directly support local workers, Australian families

and our economy to stay strong. Australians more than ever need products they can trust that are safely manufactured to a high standard which is not only good for you, it's good for everyone."

"They Australian Made, support your communities far and wide. We sure the back need it right now," she added. While local range from farmers, cookware and fire to pet care, swimwear and beauty products, a wide range of Australian Made goods are featured on the page.

"Australians are aware of the value that buying Australian products brings to the economy. Choosing locally manufactured goods and locally grown products helps support local communities and generate Aussie jobs. As a result, consumers are increasingly seeking out the green and gold kangaroo to help make their purchasing decisions," Lanzetta said.

Most trusted symbol

Underpinned by a third party accreditation system, the green and gold kangaroo logo is Australia's most trusted and recognised country of origin symbol. Since the COVID-19 pandemic, three in five (68 per cent) licensed Australian Made businesses have seen an increase in customers actively seeking, requesting or buying more Australian Made and Green Products. Almost all Australian (99 per cent) recognise the green and gold Australian Made logo, with 97 per cent associated it with the support of local jobs and employment opportunities. 95 per cent with high and high quality products, 89 per cent with the use of ethical labour practices and 79 per cent with sustainability. Trust is also strong, with 92 per cent of Australian consumers products displaying the logo are made in Australia.

PRESS AND TESTIMONIALS

AUSTRALIAN MADE WEEK

Two women and a "superb" machine

In 1983, Liz Valek started Clover Fields, a home business crafting artisan soaps and body care products. As the business began to flourish, Valek brought in what she describes as "superb" triple-milling Italian soap-making machinery. This machinery allowed her to become the first Australian soap manufacturer to move away from tallow-based soaps and create products with unbeatable longevity. It had a soap finishing line incorporating two triple-roll mills, a pugmill vacuum plander, guillotine cutter and stamper.

In 2018, she was joined by her daughter Geneva and together they embarked on an exciting new journey creating an eco-friendly and plastic-free range known as Shampoo With A Purpose.

According to Valek, the brand revolutionised haircare for thousands of Australians through its iconic Shampoos bars.

"Each Shampoo Bar equates to six bottles of regular shampoo and conditioner. Since its inception, Shampoo With A Purpose has saved over two million plastic bottles from being made, used up and carelessly discarded into landfill!"

According to Valek, by using strict temperature controls and line coordination, she was able to produce fine-quality soap. Along with the machinery, Valek also credits her "hard-working female-led team."

"One of our most successful creations is Nature's Gift, a soap range

offering over 25 scents that is now an Australian household staple," she said.

Fields to develop products that are conscious of the environment. They have been featured in Better Homes and Gardens, Sydney Morning Herald,

Home Beautiful, Vogue Magazine, Inside, Marie Claire, WHA, New Idea, Studio 10 on Channel 10, Frankie and many more.



Liz and Geneva Valek with their Clover Business Award.

MANUFACTURING FINE QUALITY
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Shampoo With A Purpose

ECO-CONSCIOUS Christmas Gifts

Reduce your waste this holiday season, and check out Shampoo With A Purpose. We are a female-led hair and body care brand, that specialise in vegan, cruelty free and plastic free products.



More than **2,000,000** bottles saved!

Shampoo With A Purpose focus on plastic reduction in all areas of the home! In addition to our shampoo bars, we offer a wide range of eco-conscious products. This includes kitchen supplies, toiletries and even some goodies for your furry friends!

WE HAVE A RANGE OF GIFT PACKS SUITABLE FOR THE ENTIRE FAMILY!

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One bar = up to six bottles of regular shampoo & conditioner

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Discover more of our
Eco-products for the entire home
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PLASTIC-FREE | NATURAL | AUSSIE MADE

ONE BAR = SIX BOTTLES OF SHAMPOO AND CONDITIONER

Mother-Daughter duo, Liz & Geneva Valek, are revolutionizing hair care for thousands of Australians. Each Shampoo Bar is a 4-in-1 shampoo, conditioner, body soap and shave bar! Eco-conscious living has never been so convenient and affordable.

In addition to Shampoo Bars, they provide Eco-products for the entire home. They have a range of personal care items, kitchen supplies, cleaning equipment, and even some products for your furry friends!

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The week's new arrivals • Friday, March 18, 2022



Recliner Relax in comfort in Kathmandu's Retreat Recliner chair

Reviewed by **SABINE MORGAN**

There's no need to skimp on comfort when you're camping, and any camper worth their salt knows a supportive chair is a must at the end of a long and active day. Trying to find the very best camping chairs for your crew can be something of a chore, mostly due to the huge variety to choose from. But Kathmandu's Retreat Recliner has to be one of the comfiest on the market. It looks the part, too, with the medium grey and dark spruce colourway as stylish as it is sensible.

Kathmandu is renowned for its high-quality products, and the Retreat Recliner is no exception. Made from premium, easy care 600D PE polyester with the frame crafted from 19-millimetre powder-coated steel tube, this super robust chair has a load capacity of 150 kilograms and is built to last. As a registered B-Corp business, Kathmandu's social and environmental values are core to the brand, so you know the products you are buying have also been produced sustainably.

The Retreat Recliner boasts three sturdy reclining positions, with plenty of padding for comfort and extra warmth on a cool evening, as you kick back to look at the stars. The recliner comes kitted out with a handy magazine pocket, the ever-important cup holder, and a genius insulated zipped cooler pocket built into the armrest so you can keep your refreshments on ice or, if you prefer, your entertainment within easy reach.

Specifications

Retreat Recliner

Dimensions: D 60cm x W 55cm x H 51cm/107cm
Cost RRP \$159.98
kathmandu.com.au

One bar for all purposes

Reviewed by **SABINE MORGAN**

Save the environment from plastic overload while taking the very best care of your hair. Shampoo With A Purpose is Australian-made and owned, operating from the Blue Mountains in New South Wales. Crafting a range of sustainable, vegan and cruelty-free shampoo bars and complementary products that are designed to drastically reduce waste, Shampoo With A Purpose has saved more than two million bottles from being made, used and disposed of to date.

Just one of their two-in-one shampoo and conditioner bars can replace six bottles of shampoo and conditioner. The bars last between four and six months thanks to a manufacturing process that ensures the bars hold their integrity in the shower. In other words, they don't turn to mush.

Made from natural ingredients, the formulation took a long time to develop. The result is a naturally lathering bar with no harsh chemicals, no added palm oil products, no sulphates or animal by-products – and it's pH balanced for your scalp and hair health.

Because the bars combine shampoo and conditioner, you save time, money and effort as well as space. They are so gentle and mild that you can leave the soap at home too – the bar can be used on your whole body as well your hair. Super portable, they come with an optional tin to make things easy for travel. Not sure which bar is best for your hair? Shampoo With A Purpose has a range of bars suited to a variety of hair types.

Specifications

Shampoo Bar

Available in four formulations for every hair type
Cost RRP \$16 per bar or try a sample pack for just \$10
shampoowithapurpose.com





**Try our 4-in-1 Shampoo,
Conditioner, Shave Bar
and Soap**

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"I use it to shave and for my hair and my girlfriend thinks it's good, so that's what really matters" Michael, 27



"I don't like to shower forever, and these things make it easy to get my stuff done" - Darren, 36

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FRANGIPANI



GOATS MILK



JUST LAVENDER



JUST ROSES

AUSTRALIAN BUSH SOAPS



HAND MADE PAPER BOX SETS





PRINTED BOX SOAP SETS



NATURES GIFTS MINI SOAPS

FAVOURITE FLOWERS



A collection of approximately 25 small, colorful soaps arranged on a light-colored wooden surface. The soaps are shaped like various animals (bunnies, ducks, bears, a cat, a dolphin, a cherub) and sea shells (bivalves, nautilus, starfish, seashells). The colors include white, yellow, green, purple, pink, and light blue. The arrangement is scattered across the wooden board, with some animals standing upright and others lying flat. The background is a blurred wooden floor.



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