



THE FACE: This photograph has made Pete Broomhead the face of ENZED.

# Pete's home and hosed thanks to snapper Ben

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Vos

NOOSA'S man from ENZED is now the face of the multinational company thanks to the *The Noosa Journal's* talented photographer, Ben Vos.

Noosa ENZED hose doctor and franchisee Pete Broomhead was photographed earlier this year as part of *The Journal's* popular Business Stimulus Package.

When marketing directors at ENZED's national head office in Melbourne saw the

article they loved Ben's photo so much they bought the rights to use the image for their marketing material.

ENZED Sunshine Coast owner, Andrew Fraser, recently returned from the ENZED conference in New Zealand where, he said, the photo has been used to promote the company both in Australia and on Pete's home soil in NZ.

"The image was everywhere at the conference and will also feature on a new website that is being launched this week," Mr Fraser said. "Ben's image has made Pete the 'face' of ENZED, across Australia and New Zealand."

Mr Broomhead said the news was an unexpected but welcome surprise.

"I think it's great, I must say I didn't expect them to have my mug plastered all over the place, but it works for them and it's handy for my business too."

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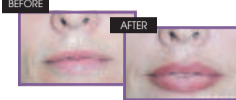
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