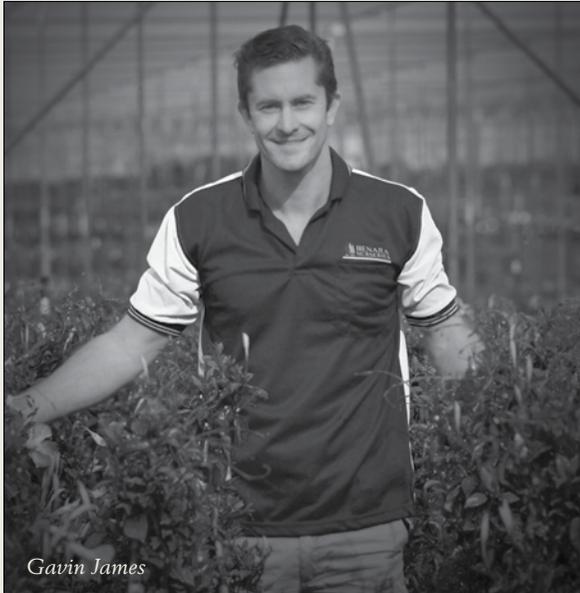


EST 1963

BENARA NURSERIES
Australia's Largest Wholesale Nursery

WWW.BENARANURSERIES.COM



Gavin James



Daniel James



Kylie James-Capobianco



Matthew James

WELCOME

Message from
the management team.

Founded from humble beginnings by our grandmother in 1963, Benara Nurseries is now in its 51st year of plant production. The ethos of the business was set in stone by our very determined and hard working grandmother Win James. Her wealth of knowledge and experience has been passed down throughout three generations of family management.

These strong family values, together with an industrious, diligent and caring attitude towards our business, staff, customers and suppliers has enabled our business to grow from strength to strength, becoming a market leader in our industry. Something we are incredibly proud of.

BENARA NURSERIES

Our Vision

At the heart of Benara Nurseries, our vision is to create both a working and business environment that not only reflects, but enriches our industry.



A handwritten signature in black ink, appearing to read 'C. Fudge'.

Carole Fudge
Sales & Marketing Manager







Win James, the founder of Benara Nurseries and an inspiration to all Benara employees. Win retired from full-time work at age 83, a truly stout example of hardworking ethics.

Testament to the family's ongoing commitment to personalised service, her legacy of attention to detail, extraordinary customer service and a determination to succeed was handed down to the current generation.





HISTORY

A tradition of quality since 1963.

Joining Win James full time in the early 70's, Garry and Ian James' commitment and drive to succeed, expanded the business into what it has become today; Australia's largest wholesale nursery.

As a family owned and operated horticultural business, we pride ourselves on being plant specialists whilst understanding the needs of our clients, with excellent customer service and professional support, handed down from generation to generation.



SEEDLINGS

“Grown with pride,
Sold with confidence...”

Benara Nurseries seedling nursery is considered to be one of the most modern and automated seedling nurseries in Australia, using soil pasteurisation, germination chambers, roller benches, robotic planting machines and boom watering facilities.



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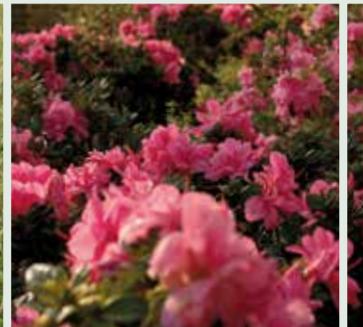
“Dedication to quality
and customer service...”

BENARA TODAY

Today, Benara Nurseries has grown to 520 acres, with just over 300 acres under full production and cared for by a staff of 300. we grow an extensive range of high quality plants, from seedlings, ornamental, native shrubs and trees, through to advanced trees.

We have become the leading destination in plant supply for both garden retailers and the wider landscape industry throughout Australia.

With one of the widest ranges of any grower in Australia, our dedication to quality and customer satisfaction is a daily priority. This attitude, together with the ability to adapt quickly and assimilate new innovations in response to an ever changing market, has cemented Benara Nurseries position in the Australian market place.





INDUSTRY STANDARDS Accreditation.

Benara Nurseries are accredited to Nursery and Garden Industry standards. This regularly audited scheme recognizes that Benara Nurseries is operating under the 'best practice guidelines on farm management'.



ENVIRONMENT

Social responsibility.

Benara Nurseries management and staff believe passionately in having a positive impact on the world around them. This core commitment influences daily decisions and enables the nursery to conduct business ethically, fulfilling our moral obligations to give back to the community.

Having achieved the Eco Hort accreditation standards for 'best practice' environmental considerations in our day to day running of the nursery, Benara Nurseries continues to be attuned to sustainability, recently adding solar panels to all the buildings throughout the nursery and trademarts.

Together with careful management of water use, utilizing rain and temperature sensors, recycling, waste management and rainwater harvesting, we are upholding our commitment to the environment.



TRADEMART

Carabooda & Forrestdale

With over 300 acres of containerised plant stock, we provide a dedicated service at both our Carabooda and Forrestdale Trademarts.

Our Trademarts provide:

- Easy access to our extensive range of assorted plant varieties.
- Seedlings
- Advanced feature plants

With knowledgeable and helpful staff, our Trademart offers a wide choice of Pottery and Garden Features, as well as a large range of allied garden products.





RESEARCH & DEVELOPMENT

Growing technology, advanced soil preparation and research.

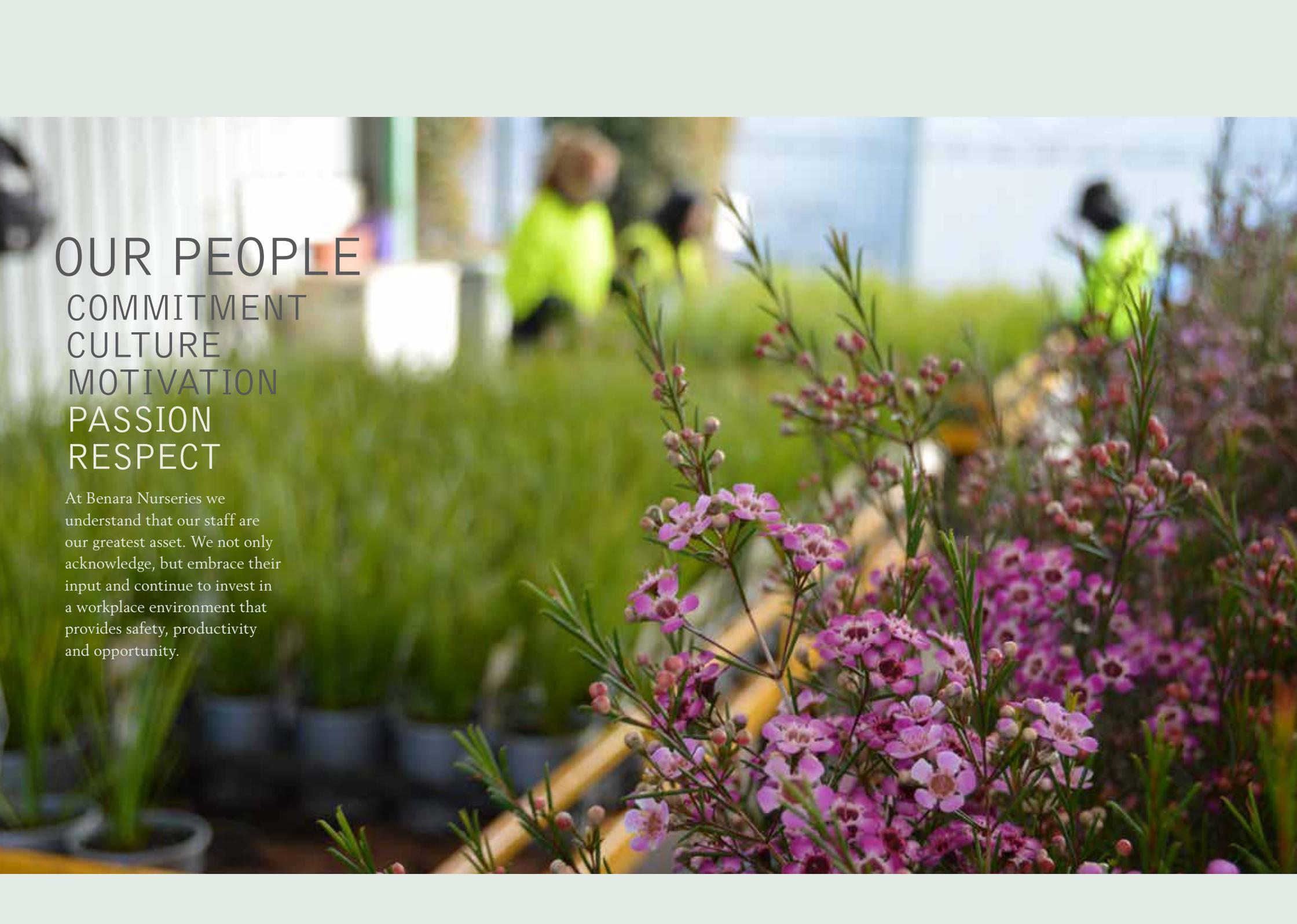
To continue to advance and develop in the growing of the finest quality best value plants, the ability to innovate is critical. Through consultation and collaboration with key staff, industry specialists and calling on the wealth of knowledge and experience from senior generations, we continue to improve our efficiency and systems.

The continuing focus on improvement carries throughout the business, from day to day office procedures and computer programming, to scrutiny of potting media, water saving strategies and pest management. Regular plant trials are carried out in consultation with many leading breeders from around the world and often very close to home.

Working with local breeders and collectors who specialize in Australian and West Australian plants we are painstakingly assessing new plant material for strong and vigorous performance in the home or landscape.

Concentrating on growing trees that meet the stringent requirements of our customers, we are constantly researching and improving methods of growing, to maximise root development, strength and vigour both above and below the ground.



A photograph of a nursery worker in a high-visibility vest tending to plants in a greenhouse. The worker is in the background, slightly out of focus. In the foreground, there are several potted plants, including a prominent one with small pink flowers. The text is overlaid on the left side of the image.

OUR PEOPLE

COMMITMENT

CULTURE

MOTIVATION

PASSION

RESPECT

At Benara Nurseries we understand that our staff are our greatest asset. We not only acknowledge, but embrace their input and continue to invest in a workplace environment that provides safety, productivity and opportunity.

OUR CLIENTS

Solutions for trade and wholesale customers.

Strong dedication and focus to quality customer service is paramount, for all our customers. Understanding, respect and collaboration with our customers is a priority for our sales team.

Benara Nurseries supplies plants to landscape contractors and architects, councils, developers, market gardeners, small and large independent retail nurseries, hardware and supermarket chains in Western Australia and through a dedicated distribution network, Australia wide.



SINCE 1963

KEY PROJECTS

Project management experts.

Benara Nurseries are proud to be associated with many small and large scale commercial projects throughout Australia supplying a broad range of products from seedlings to mature trees.



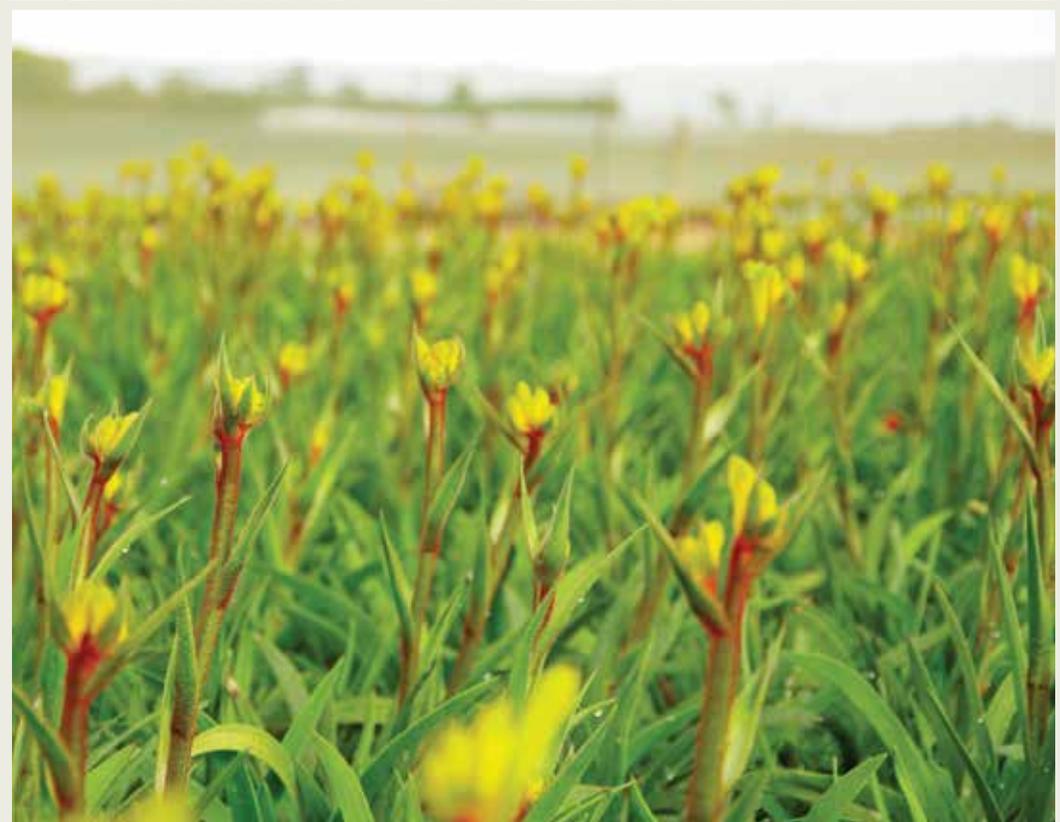


SERVICES

Growing quality plants at the right price.

Through collaboration and pre-planning, we have the ability to schedule and grow for specific project requirements.

- Flower and Vegetable seedlings for landscapers and retailers.
- Commercial vegetable seedlings.
- Commercial tree seedlings.
- Potted plants – exotic and ornamental
- Native shrubs and trees for retail and landscape.
- Australian native plants – Not only for home gardeners, but also for commercial use in new developments, roadsides and revegetation projects.
- Advanced trees and shrubs for instant impact, street trees & screening.



DISTRIBUTION

Reliable, efficient transport solutions for all your project needs.

Our own transport fleet ensures plants are delivered to site with minimal damage and the least amount of stress to the plant as possible. Landscapers requests are able to be met as much as possible, and regular visits to retailers throughout the week ensures constant top ups of fresh nursery stock.

Our unique delivery system allows Benara to have full control of the plant quality right to your site.

Benara has a purpose built tree loader that can deliver advanced trees trees without too much handling and avoid any scarring or damage.

With a solid distribution network Australia wide, plants are shipped weekly to all major cities.



OUR PUBLICATIONS

Every month we release publications listing our products, along with the new products. We support our clients by sending them regular plant list newsletters with current stock availability.

Our publications also currently include a “Benara Design” catalogue distributed seasonally, which contains our Trademart based products; Pottery, Furniture and Garden products.



 **BENARA NURSERIES**
Australia's Largest Wholesale Nursery

benara design
designer planters, urns and garden decor

WEB & SOCIAL MEDIA

Committed to ongoing continuous improvement, our online media is moving towards a complete online ecommerce solution, providing our customers with a simple and engaging way to purchase and view our products.

WWW.BENARANURSERIES.COM

Like us on Facebook!





BENARA NURSERIES

Australia's Largest Wholesale Nursery

CARABOODA
32 SAFARI PLACE, WA 6033

FORRESTDAL
462 NICHOLSON ROAD, WA 6033

PH: +618 9561 9000
FAX: +618 9561 9003
EMAIL: benara@benara.com.au
WEBSITE: www.benaranurseries.com

