



Green ENJO hopes to clean up in US

Agnes King

Perth-based environmentally friendly cleaning brand **ENJO** is expanding into the United States with an online-only sales strategy, backed by Perth corporate advisory boutique Azure Capital.

ENJO, which sources product from Austria, has created a new brand, Zabada Clean, and a new business model for the US market.

ENJO is an educational sell. The company has an army of 950 mostly mum-preneurs who do in-house demonstrations.

Zabada Clean wants to see if it can replicate the educational sales model over the internet in the US, using videos and other multimedia.

"We're testing the business model and the market," said Zabada chief executive and long-time ENJO employee **Damian Pike**.

Zabada started its campaign in the

San Francisco bay area – a hub of the green movement in the US.

"There's no doubt there's strong demand for the product," said Azure Capital managing director **Geoff Rasmussen**.

"It's whether you can convince someone over the internet, with a brand not yet known."

If ENJO can pull this off, it may have implications for other direct sales brands such as Tupperware and Avon.

ENJO's Australian sales have surged in the past eight months, according to ENJO chief executive **Barb de Corti**. She correlates the spike to the rising unemployment rate.

"Our consultants have more time to focus on sales in this climate," Ms de Corti said.

Mr Pike said the early response signs in the US are good. The question is whether Zabada can get the volume.

He said the venture is relatively low-cost. "It's not nothing, but we

haven't bet the house. It's good because we can do very specific digital marketing".

Zabada has exclusive rights to the online market in North America. However, this agreement would be superseded if a US distributor set up a physical presence.

Mr Pike is confident that if demand in the US built to this level, ENJO headquarters would give the Australian operators first right of refusal on becoming its US distributor. "It's a gentlemen's agreement; we have a 20-year relationship with them."

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ENJO's Barb de Corti says sales in Australia have surged in the past eight months. PHOTO: AARON BUNCH