

GRV FINDS AUSSIE MADE SOLUTION TO STICKY PROBLEM

CHEWING gum and cigarette butt litter cause a sticky and unsightly mess, but in a world-first, an innovative, award winning vehicle is helping to educate and eradicate the problem.

The Australian made Gum Removal Vehicle (GRV) is energy efficient and highly visible. The electric vehicle uses a solar powered 48 volt battery and features a steam machine which removes chewing gum at a rate of up to 700 pieces per hour. The steam equipment is currently run by a silent generator and uses less than three litres of water per hour.

The vehicle is designed to be used in daylight hours with moving LED message boards allowing direct communication with the public explaining the problem and solution.



“Chewing gum now makes up the majority of litter in litter counts world wide, followed by cigarette butts, combined they account for over 70% of litter. Our vehicle offers to clean up both and shows people the effort it takes, all while using less than 3 litres of water per hour,” Managing Director Richard Purkiss says.

The company has been using the AMAG logo for over 12 months to highlight the product’s Australianness. The logo can be found on the company’s website, corporate stationery and emails.

“It shows that we are Australian made and I believe that gives us credibility in a worldwide market as Australian made and owned products are known for their quality and reliability,” Mr Purkiss says. “As soon as a customer recognises that we carry the Australian Made and Owned logo, whether they are from Australia or overseas, they are much more responsive to our product,” Mr Purkiss says.



Endorsed by Keep Australia Beautiful CEO, Rick Burnett, the vehicle is being distributed throughout Australia and New Zealand by Tennant Company.

Mr Purkiss and fellow Director Neil Hodkinson (pictured) are currently in negotiations to supply the vehicle to places in Europe, the Middle East, UK and US.

It won the Most Innovative Product at Australia’s infrastructure expo, CIVENEX 2010 and the Best Small Site at Queensland Infrastructure Expo, LOGOV 2010.

To find out more go to www.gumremovalvehicle.com.au

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.