

## KFA NEWS RELEASE

**KFA makes trip to Melbourne, Australia to meet with new clients producing a wide range of rubbish free food & drink containers**



Smash Enterprises, Inc., headquarters in Mitcham, near Melbourne, Australia / Smash Food Movers product range

**October 30, 2016** San Juan Capistrano, Southern California, USA: Keith Fryer Associates CA, Inc., aka **KFA Marketing Consulting** provides clients in the USA, GCC Middle East countries and China with a wide range of marketing & project management consulting services; based on more than 25+ years of experience gained in these markets focused on recycling, construction materials, plastics and other industry related projects.

Keith Fryer President of KFA returned today from a one-week trip to Australia taking in Melbourne and Mitcham - meeting with a new client **Smash Enterprises, Inc.**, Australia's leading supplier of a wide range of environmentally friendly food and drink containers with innovative functional designs; focused on being adult & kid friendly, with healthy living and lifestyle features with attractive contemporary packaging designs under the brand name **Nude Food Movers**.

Nude Food Movers burst onto the Australian market in 2009, and has become the leading household brand in its segment. Smash Food Movers are dedicated to the philosophy of REDUCE, REUSE, RECYCLE. All products are high quality, BPA free, and tested to all European and USDA food standards. Smash Enterprises sell their products in more than 21 countries worldwide with European operations based out of the UK and are now launching in the USA offering the complete product range to consumers via major US big box stores including Walgreens, Target, Walmart and soon will be available online at Amazon.com.

KFA are acting as consultants working with the USA President providing marketing and support services covering operational management, including 3PL warehousing coordination and USA big box customer EDI interface logistics.

**About Smash Enterprises, Inc.** – Smash Enterprises is an Australian brand. Australian from birth, but now a brand of the world! Australian families love Smash products for their quality, durability and great designs. All of the owners and directors of Smash have young families, and see directly the passion children have for the environment and saving our planet. They were the originators of Nude Food Day in Australia, and their Nude Food Range is taking the rubbish free message to the world. Smash is a hit with families across the globe who want great products and designs that don't cost the world. They are 100% Original, 100% Quality, 100% Design. They are also signatories to the [Australian Packaging Covenant](#), and actively seek ways to reduce the amount of waste created through packaging design and operations. [www.smashenterprises.com.au](http://www.smashenterprises.com.au)

**About Nude Food Movers** - The Nude Food Movers range by Smash is designed to make it easier to reduce packing, reduce waste, keep food fresh and promote a healthier lifestyle. Nude Food Movers is a strong supporter of healthy eating and creating a healthy lifestyle. In 2010, Nude Food Movers in conjunction with Nutrition Australia developed the first annual Nude Food Day. The aim was to encourage Australians to pack nutritious, environmentally friendly lunches for work and school while raising money for healthy school programs. The event was a huge success, and has grown every year since. Nude Food Day is now a regular part of almost every Australian school and is starting to be adopted internationally as a way of promoting healthy eating and rubbish free living. [www.nudefoodmovers.com.au](http://www.nudefoodmovers.com.au)

**About KFA** – Keith Fryer has been associated with tire recycling & construction industry sectors for many years, as well as recycled plastics used in consumer electronics involved with research and market development work in the USA, Europe and the Middle East Gulf States - where Keith spent more than 5-years living and working in Riyadh, Saudi Arabia as well as more recently China and Australia. [www.kfa-ca.com](http://www.kfa-ca.com)

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