

## KFA NEWS RELEASE

### KFA Marketing supports Smash Enterprises USA with giant retailers Walmart and SAMS Club



Smash Enterprises USA – current active projects with Walmart USA & Mexico and SAMS Club USA. Brazil & Mexico

**December 31, 2019** 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 announced today that his company Keith Fryer Associates CA, Inc., aka KFA Marketing, has supported Smash Enterprises USA based in San Juan Capistrano, CA with their ongoing success selling their innovative food mover lunch boxes and hydration products to Walmart and SAMS Club, specializing in back to school (BTS) programs for 2019 and now confirmed for 2020. This program represents a multimillion dollar revenue for the Company and is positioning Smash as a leading player in the hydration and lunch space, where it is already a dominant player globally operating in more than 25 countries.

Keith provides operational support services to the CA operations covering customer onboarding logistics with pre-qualification, China factory testing and audit protocols, EDI account set up, 3PL logistics and interface with the Smash corporate office in Melbourne, Australia as well as their China operations office located in Shenzhen for all FOB shipments.

**About Smash Enterprises USA** – a wholly owned subsidiary of its parent company Smash Enterprises PTY, Limited Melbourne, Australia. Established in 1999, Smash is an iconic Australian owned company that has sold over 150 million products worldwide! Smash is a household name for families around the globe who love the large range of innovative products that make their everyday lives easier! As one of Australia's leading and most recognized brands Smash prides itself on creating fashionable, functional and affordable products that help save the planet! [www.smashenterprises.com](http://www.smashenterprises.com)

**About Walmart** - What started small, with a single discount store and the simple idea of selling more for less, has grown over the last 50 years into the largest retailer in the world.

Each week, over 275 million customers and members visit our more than 11,300 stores under 58 banners in 27 countries and eCommerce websites. With fiscal year 2019 revenue of \$514.4 billion, Walmart employs over 2.2 million associates worldwide. Walmart continues to be a leader in sustainability, corporate philanthropy and employment opportunity. It's all part of our unwavering commitment to creating opportunities and bringing value to customers and communities around the world. [www.walmart.com](http://www.walmart.com)

**About SAMS CLUB** – A division of Walmart Inc., headquartered in Bentonville, AR is a membership warehouse club solution for everyday living. For the fiscal year ending January 31, 2018, Sam's Club's total revenue was \$59 billion. Sam's Club serves millions of members at SamsClub.com and almost 600 locations across the U.S. and Puerto Rico. Sam's Club also has locations in Brazil, China and Mexico. [www.samsclub.com](http://www.samsclub.com)

**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 traveling to and working with clients in China and Australia. [www.kfa-ca.com](http://www.kfa-ca.com)

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