

Goldcrest International Agencies

Service first, Orders will follow

Our company's objectives are always to support and assist the ideals, plans and targets of our principals and to grow with them. We undertake to give the best possible service to achieve the best possible sales growth.

Frank Anello (Owner)

Goldcrest International Agencies is the leading Commission Agency in the electrical appliance industry, for the Sydney Metropolitan Area. It has enjoyed continual success, over the years, representing importers and manufacturers of electrical appliances and allied products.

The family owned Goldcrest Company was founded in 1971 and has operated exclusively from business premises in South Strathfield since that time. Peter Anello joined Goldcrest in 1989 and Mathew Cole in 2005. Together with Frank, Peter and Matthew offer a wealth of marketing and business experience of more than 75 years.

Goldcrest Agencies has been justifiably proud, in the past, to represent well-known companies such as: Airflo, Birko, Digital Products Group, Electricaire, EWT, Goldair, Haier, Hillmark, Peter Pan, Remington, Shop Vac, Seeley, Selleys and Torin.

Present associations include: Aquaport, Bestlink (Elfa Appliances), Brand Group (Toshiba Whitegoods), Canhom (Canton, Sangean, Venturi, Vogels), EasyCook, Ezi Concepts (Ezidri), GBI (Excelsior), Honeywell, Lennox Electronics, Musicway (Arkive and Case Logic Camera Bags) and Omega group (Neo).

Goldcrest's target area is the Sydney Metropolitan Basin from Hornsby to the North, Katoomba to the West and Wollongong (to Warrawang) to the South.

The major client base is electrical appliance retailers. Other clients include smaller independent stores and club suppliers. Stores are serviced, in person and by phone, on a regular basis. The company is well placed and equipped to provide product information and monitor, and deal with, head office matters pertinent to the areas serviced.

Major stores on Goldcrest's client list include: Betta, Bing Lee, Clive Anthony, Clive Peeters, David Jones, Domayne, Good Guys, Harvey Norman, JB Hi-Fi, Myers, Powerhouse, Retravisio and Winnings.

The company objectives of Goldcrest are simple:

- To understand, and support, the ideals and ideas of principals
- To assist in planning and developing targets
- To provide the best possible service to achieve
- The best possible sales growth

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