Nubian Water Systems names Arna Holden as General Manager to lead customer excellence

Sydney,10 August 2011: As part of itsongoing commitment to improve customer experience and service, Nubian is pleased to announce Arna Holden asGeneral Manager of Customer Experience. Arna comes to Nubian with extensiveexperience in improving customer service, client retention and efficientlogistics production. Arna’s core responsibility is to develop and implementstrong operational systems, strategic processes and growth components to leadexcellence within the business and for all stakeholders.

Arnahas led national product enhancements and implemented best practice in serviceprocedures, both in Australia and New Zealand.

CEO of Nubian, BarryPorter comments, “We are delighted to have Arna on board. Her expertisewith managing customer service and initiatives in driving growth and excellentoperational process makes her a welcome addition to the Nubian team. Arna’sappointment cements our ongoing commitment to strengthen the Nubian brand andenhance customer experience at every touch point.”

Arna was previously National CustomerService Manager and Operations Manager at Rentokil Initial and was Learning andKnowledge Manager of leading multinational dairy company Fonterra in NewZealand.

Commenting on her appointmentArna Holden said, “I am excited to be a part of Nubian’s next phase of growth.The organisation has an excellent team and a strong customer centric culture. Water is a global priorityand we have the opportunity to engage prospective customers and existingclients on a commercial and domestic level. I will be applying my experience inmanaging product and engaging consumers on a national level to provide worldclass experience.”

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For more information visit:

www.nubian.com.au

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About Nubian

Nubian was established in 2005 to develop products andsolutions in the area of water sustainability. The key focus of the businesshas been in the area of grey water recycling, but Nubian has also developedsolutions for water purification and DMC (diagnostic, monitoring and control).

Nubian Water Systems are an Australian owned company thatdevelop and distribute sustainable water solutions for domestic, commercial andindustrial markets in the urban environment. Nubian has pioneered advancementsin technology to ensure the highest quality of recycled or purified water thatis efficient, easy and flexible to install and maintain. Based out of Sydney,NSW, Nubian is committed to leading the way in the protection of our depletingfuture water supplies. Nubian systems can be purchased directly at +612 96472633 or through our distributors at www.nubian.com.au

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