

“press release”

January 2009



Virtual Business - Diverse Design

owner: Mel Bennett

Diverse Design is the name Mel Bennett chose for her graphic design business, as this best describes her extensive range of skills in the design world. Mel Bennett is a local Sunshine Coast business woman who has operated her business, *Diverse Design*, on the Sunshine Coast for 3 years. Her 'diverse' skills and talents range from website design to corporate branding, and from book publishing to signage plus everything in between.

A feature of *Diverse Design* is that it is a virtual business! With the use of wireless internet connection and a mobile phone, allows her business instant communication and exposure at a global level. Mel has clients from Canberra to North Queensland and as far away as Western Australia.

With 12 years experience in the print and design industry prior to starting her own business, Mel is aware of each printer's strengths and specialities. Her great relationship with printers in South East Queensland enables her to use the appropriate printer for her clients specific requirements... an example could be, a book or magazine printed at one printer and a packaging assignment at a different printer who specialises in packaging. All completed printing is then delivered directly from printer to client, achieving a quicker turnaround and no double handling. Web design provides an even greener solution to both Mel and clients, as there is no need for any paper or printers to be used in the process.

Mel is taking on our environmental responsibility at a small business level, her challenge is to run her own business completely carbon neutral. Reducing her paper use now to zero and powering her virtual office with solar power, achieve Mel's commitment to the environment and to reduce her business's carbon footprint. The sun is the power source for the Mac computer Mel uses every day for her work, "I love the sun, that's why I live on the Sunny Coast," she says. Two 80 watt solar panels harvest the sun's rays and the energy is stored in two 12 volt, 100 Amp Hour batteries. Pretty simple isn't it. The 12 volt fridge in her office also runs from the same system.

To find out more about how Mel at *Diverse Design* can help you to promote and enhance your business profile, visit Mel's office online - www.diversedesign.net.au for more information.

