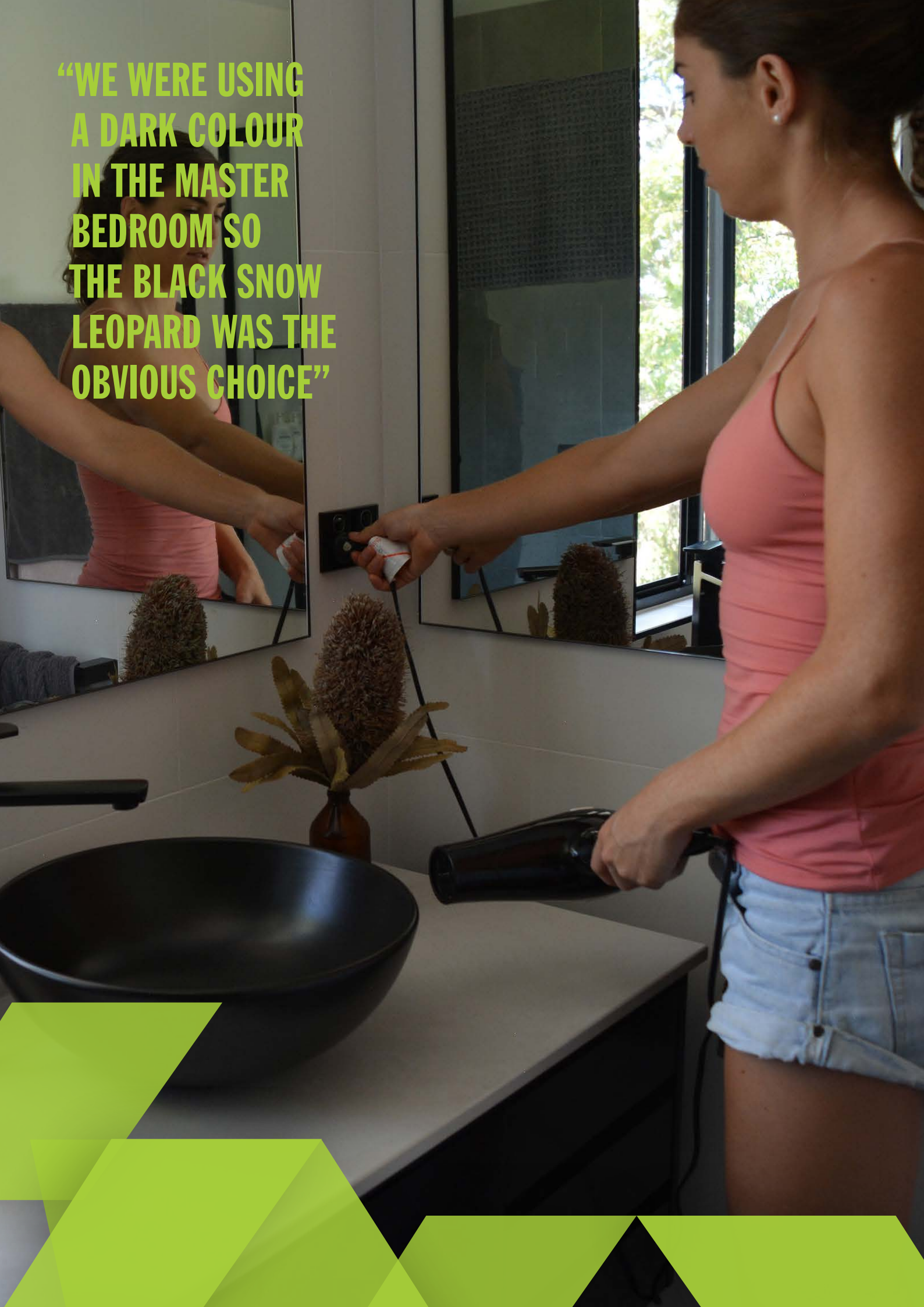




SWIM, RIDE, RUN, **TRADER**

CASE STUDY 101

**“WE WERE USING
A DARK COLOUR
IN THE MASTER
BEDROOM SO
THE BLACK SNOW
LEOPARD WAS THE
OBVIOUS CHOICE”**



SWIM, RIDE, RUN, **TRADER**

'EXERCISE' CHOICE AND BE 'FIT' WITH STYLE

Building your first home can be a stressful time; but not for two of Australia's best professional Triathletes, Ashleigh Gentle and Josh Amberger. Great partners in all aspects of the build made the process an easy ride, including selecting Trader for their electrical accessories.

The building journey for this successful sporting couple commenced over two years ago, with council approval for the development making it a slow start. However, once the builder, Bula Constructions, was appointed as well as Ben Fleming from BLF Electrical Services, pictured on page 4 with the couple, the project moved into full swing.

"This was our first home as well so we had no idea. It's funny, Ashleigh and I have bought cars and made some large purchases but committing to the house was scary, but exciting," Josh said.

Both Ashleigh and Josh were competing in Spain in 2017 when designing the house and again in 2018 when making the majority of their Trader electrical selections with Ben - a unique situation.

Ben explained, "The hardest part of the whole project was that Josh and Ashleigh were overseas for portions of it (the planning) so coordinating

changes and what products were going to be used in the house was sometimes difficult to sort out due to time differences. Josh and Ashleigh both wanted to be involved as much as they could which made things easy in the end."

The Snow Leopard range was a natural choice for the couple when selecting their switches and sockets. The glass look, modern style and luxury finish blended perfectly with Ashleigh and Josh's overall design.

"We already had an idea of the colour we were going to use for the walls, for example we were using a dark colour in the master bedroom so the black Snow Leopard switches and sockets were the obvious choice and that was the same for the bathrooms as well - we have the black Snow Leopard sockets against the grey tiles, whereas where we have matt white tiles, we have the white Snow Leopard range. That was easy, the whole range looks great," Josh said.

Despite having a design plan, like any couple heavily involved in selections, there were a few little compromises! "If Josh had his way, every single switch and power point would be black but I had to kind of pull him back and stress we needed to include white!" Ashleigh laughed.

Lucky Trader's range of switches and sockets come in a variety of styles, colour and finishes to suit a variety of applications so the couple discovered. "We also went with the Snow Leopard range so we could match with the Leopard USB's in the bedrooms and in the kitchen," Ashleigh added.

The Leopard range was also installed in more functional areas like the laundry, still complementing the Snow Leopard range in style and semi slim profile but with a more traditional finish.

Ben also played a key part in highlighting other Trader products the couple required with Josh confirming, "Ben was so helpful with



his recommendations like the Hippo Weatherproofs and where to install these plus other outside requirements like the Scorpion Floodlights as well. It was important to us to engage an Electrical Contractor like Ben who knew the Trader range and could recommend and show you the different styles."

It was also important for the couple to have one supplier for their electrical needs.

"The flexibility of Trader's product ranges was second to none. It was impressive that anything you wanted was available. We were able to do the whole house with Trader from the Bear Smoke Alarms to the Hippo Weatherproof and the Scorpion Floodlights and Downlights, Dimpala Dimmers plus the Meerkat data connections for the TV - everything under the one brand which was great," said Ashleigh.

Juggling the rigors of a house build, both Ashleigh and Josh continued to compete around the world in their chosen disciplines — Ashleigh on the Olympic-distance ITU circuit and Josh's

speciality - the 70.3 half-iron distance.

2018 was a busy year on the competition circuit with Josh securing many podium finishes including first place in the Ironman 70.3 Switzerland event. Ashleigh also enjoyed continued success, winning a Gold medal in the mixed relay event at the Gold Coast Commonwealth games, multiple wins and podium appearances in the ITU World triathlon series including winning the grand final in a sprint finish also on the Gold Coast. She created history in her final race of the year, winning a record sixth Noosa Triathlon.

When they finally both caught their breath, they moved into their new home in December 2018, with Josh posting a picture of a craft beer in his new kitchen to celebrate. "I love craft beer. I'm not drinking a lot of it but every night I love to have a couple of IPA's. A nice cold beer at the end of the training day is my thing."


The workshop is where you will predominately find Josh most days. You'll also find installed here, three of

Trader's black Cheetah 4x4's – four power points and four USB outlets in one unit plus a black Leopard dual power point and USB. This is on top of another 10 Leopard USB's sockets scattered throughout the house. So why the need for so many charging outlets?

Josh explains, "Everything bikes is going electronic, you've got the starters, all the gearing and shifting, pretty much your gear box on your bike is now battery operated. There are front shifters, rear shifters, each of them require a different battery. The crank set on your bike (which is the part the pedals are attached to) that you're pushing with your feet has straining gauges in it, that runs off a battery and measures your power output and then that data talks to the computer that's on your handle bars which also has batteries that need to be charged."

He continues, "We have front and rear lights which have inbuilt cameras, that also require charging after every ride, that's why it's so good in the workshop to have the Trader 4x4's, it's so easy and convenient to charge our devices and not be annoyed when you get back on



A modern bathroom interior featuring a white vessel sink on a white countertop. A black faucet and a black soap dispenser are on the sink. A large mirror is mounted on the wall above the sink, reflecting a glass shower door and a doorway. To the left of the sink, there is a brown glass vase with dried plants. The wall is made of light-colored tiles, and the lower part of the vanity is dark wood. A green geometric graphic is in the bottom left corner.

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your bike, ready to train and everything is flat."

This was also the most amount of Trader USB related products Ben has ever installed in a new home. "Normally you would suggest a few where you would charge your mobile phones/ tablets throughout the home so bedrooms and kitchen or front entry but I can certainly see why Josh and Ashleigh needed them! It's letting people know that products like these are on the market. Once they know and see them, they start requesting them. Hence, why I keep a copy of the Trader

Switches and Sockets Selection Guide on my front seat to show customers what's available," Ben said.

You will often find Josh's phone charging, via the black Leopard integrated USB power point, installed above the kitchen bench, ready for training and whilst he loves heavy metal music, he'll often listen to podcasts. "If you're doing training by yourself, which is typically what I'm doing, I always have

headphones in whether I'm running or riding. Podcasts and audio books are really good to keep you engaged and entertained."

When Josh is busy building bikes in the workshop, Ashleigh loves time in the kitchen, particularly baking. "I haven't had much time to really test out the new kitchen but am very much looking forward to baking up a storm."

Ashleigh's time in their new home was fleeting, four weeks to be exact. She headed straight back into 'pre-season' training, spending time in New Zealand in January 2019 preparing for the year ahead.

"The house will look so different when she comes home as we've already had so much work done with the gardens being finished, the turf laid and the driveway completed," Josh explained.

We couldn't help but wonder if after spending so much time with Ashleigh and Josh, if Ben was inspired to take up riding, swimming or running! "No! Not

these days. My time of travelling around the world racing push bikes and "living the dream" are well behind me. I have new goals and other experiences I want to explore! Triathlon is hard work - you have to be the best at three sports not just one!"

When the couple did finally have a chance to enjoy their new home together, it wasn't for long, with Ashleigh headed to Singapore after New Zealand and Josh to Geelong for their first events of 2019. Ashleigh said "It's always great travelling then coming home because we love our sport and doing what we do in training but it is always most exiting coming home, going for a run on the local trails, doing familiar stuff plus seeing friends and family."

It is those family and friends who have been visiting, eager to spend time with the couple in their new home with both Ashleigh and Josh recommending Trader as they take guests on a tour. "There is something for everyone in terms of budget; you have a variety



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of ranges at different pricing levels. Style is the other big thing, there are so many options. We've certainly had lots of comments on the switches and sockets from visitors to the house," explained Josh.

Who would have thought that Trader are playing a part in the achievements of two successful athletes on the international stage plus a role in their down time, enjoy the responsibilities of being homeowners!

We'll certainly be cheering on Ashleigh and Josh as they aim for ultimate glory in their chosen events throughout the 2019 season and beyond.

If you're a homeowner or builder, discover Trader's full residential offer in our Switches and Sockets Selection Guide. Featuring a variety of styles, colours and finishes, you'll be sure to find something to suit your next project.

Download a copy now or request a hard copy by emailing service@gsme.com.au

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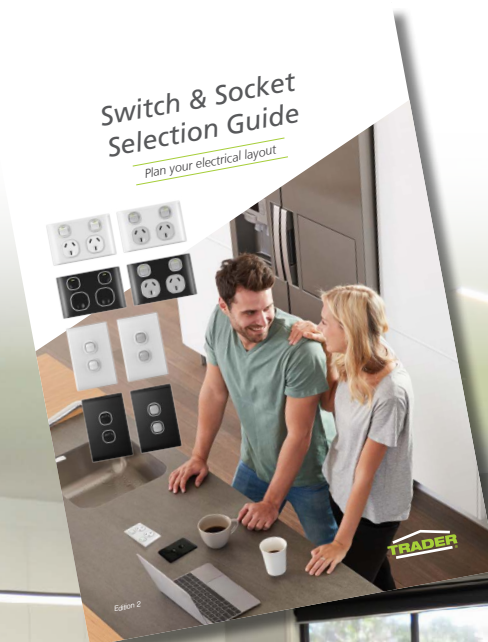
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