



87 henderson valley road  
po box 12 1100 henderson  
waitakere 0650, new zealand  
tel. +64-9-837 6740  
fax. +64-9-837 6759

03 December 2008

## Phoenix Organics Buys Green Electricity

Charlie's Trading Company today announced a new supply agreement to purchase environmentally friendly electricity for its Phoenix Organics plant in Henderson.

The supply agreement is through Simply Energy with a small generator Clearwater Hydro who operate a run-of-river hydro generation unit at Mangapehi in the King Country. Run-of-river hydro is a renewable and environmentally friendly way to generate electricity because it simply pipes water from a river, through a generator and back into the river a few hundred metres down stream.

Phoenix Organics operations manager John Evan's is delighted with the new source of electricity because it brings another element of the Phoenix business into line with the sustainable principals to which the business was founded. "At the Phoenix plant and throughout the Charlie's Group business, we constantly examine all aspect of our operations to improve our impact on the environment. We have made major improvements to our recycling, water usage, and transportation efficiencies and a renewable and environmentally friendly energy source is another step in the right direction".

Clearwater Hydro Manger, Laurence Best, commented that we are delighted to be supplying electricity to Phoenix. As an independent renewable generation company we are pursuing a strategy of direct sales to electricity consumers through Simply Energy, this will assist in bringing more renewable generation, such as Mangapehi to market, and incrementally reduce the country's reliance on carbon emitting generation.

Simply Energy Director Murray Dyer said Phoenix was an obvious choice when searching for purchaser of Clearwater's electricity. "We are pleased to be able to bring two like minded companies together and assist in the development of renewable independent generation by structuring direct sales of independent generation to environmentally conscious end users, such as Phoenix".

For further information contact:

Ron Curteis, Marketing Manager, Charlie's Trading Company, Ph 021-930-919 or [ron@charlies.co.nz](mailto:ron@charlies.co.nz)

Murray Dyer, Director, Simply Energy, Ph 04 472 7778 or [murray@simplyenergy.co.nz](mailto:murray@simplyenergy.co.nz)

organic



[www.phoenixorganics.co.nz](http://www.phoenixorganics.co.nz)

honest



[www.charlies.co.nz](http://www.charlies.co.nz)