

Bush Australia Welcomes *Instruction Manuel*

Bush Australia today announced a new addition to their team – *Instruction Manuel*. *Instruction Manuel* has joined the team with a simple brief to make life easier for Bush Australia customers.

Instruction Manuel will begin appearing on Bush product gift boxes from June, assisting with the quick start up on simple to use products such Bush's new digital set top box range.

"*Instruction Manuel* is all about making it as easy as possible for our customers to get started with their new purchase," said Bush Australia Managing Director Daniel Todd.



"We find that many people either don't bother to read the instruction manual, or its so badly written that they can't understand it. So as well as spending time ensuring our instruction manuals are in easy to read English, we have *Instruction Manuel* to help them along the way.

"Its also a fun way for us to strengthen our relationship with our customers. They'll see him on the gift box, and if they have any problems they'll see him again on the FAQ section of our website."



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*"Innovation
Technology
Design"*

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