

# Changes are afoot in the world of specialty industrial chemicals!!!



Released on: October 13, 2008, 5:06 am

Press Release Author: **Total Chemicals**

Industry: [Chemicals](#)

**Press Release Summary: New company TOTAL Chemicals has evolved from a marriage of industry experience and knowledge supported by the latest technology.**

Press Release Body: On October 1 2008 the doors of **TOTAL Chemicals** opened with the simultaneous release of their huge, purpose built range of special solvents, chemicals & lubricants and technically advanced web site.

An industry first feature on their web site allows customers to make an appointment online for an obligation free telephone consultation with a specific TOTAL consultant skilled in a particular product type.

To meet this requirement the unique **GObookings AppointmentDiary V8 ALF** (auto-lead-filter) system was chosen and deployed. This solution allows the online customer to firstly select a product range and day; available times are then displayed reflecting the availability of the consultant(s) for that product. Customer appointments are then made for a preferred time in an easy, seamless and user-friendly way. The outcome; the customer is able to book the 'right consultant' to telephone them at a time and day which suits them, with an instant email confirmation.

Simultaneously the auto-lead-filtering process initiates an instant SMS text message and email to that particular consultant. The **TOTAL Chemicals** Sales Manager also receives an email confirmation for each appointment made and has the capability to view and report on the activity of the various consultants across any number of locations.

**TOTAL Chemicals** range of products include alcohols, chemical manufacturing, toll blending, flexographic solvents, hydrocarbons, oils, greases, lubricants, thinners, paint strippers, safety solvents, solvents, specialty chemicals and raw materials.

Whilst **TOTAL Chemicals** is a new entity, the fact is that the research & development, strategic customer interviews, market surveys & pre-planning has been underway for some years.

**Tennyson Byrnes Co-Founder of TOTAL Chemicals** commented - *"what became evident throughout our comprehensive research was that absolutely all of the market segments interviewed were hungry for better service & improved product availability, which, in a perfect world, would ideally also be backed by a company offering total commitment."*

Byrnes added *"TOTAL Chemicals was founded on this premise - specifically to offer customers an un-paralleled level of service & technical know how for their dynamic range of solvents, specialty chemicals, along with their unique nation wide custom blending and formulating services."*

Byrnes believes with over 80 years of experience in chemical sales, handling & confidential " private label " blending coupled with the experience & accreditation in all facets of their business base this will ensure that even the highest of safety regimes are conformed to. For further information relating to this article see -

[www.totalchemicals.com.au](http://www.totalchemicals.com.au)

**AppointmentDiary USA** - [www.appointmentdiary.net](http://www.appointmentdiary.net)

**AppointmentDiary Australia** - [www.appointmentdiary.com.au](http://www.appointmentdiary.com.au)

**GObookings USA** - [www.gobookingssystems.com](http://www.gobookingssystems.com)

**GObookings Australia** - [www.gobookings.com.au](http://www.gobookings.com.au)

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