



**Media Coverage Report – Mobilecentral24/7**  
**Prepared by Jigsaw Communications**

**10 September 2013**

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# **MEDIA MATERIAL**



## Press release – 11 December 2012

View online at <http://www.vision6.com.au/em/message/email/view.php?id=902302&u=56509>

### JUST IN TIME FOR CHRISTMAS, COMMON TRAVELLER DILEMMA SOLVED THANKS TO BRISBANE ENTREPRENEUR

Brisbane business owner Joe Stagnitti has launched an 'Australian-first', solving a common problem for travellers just in time for the busy Christmas season.

Most can relate to having at one time or another forgotten or misplaced their phone charger and not realising until the battery was flat.

Stagnitti – owner of Ascot's Mobile Central store – has a simple solution for this common dilemma: Australia's first 24/7 vending machine for phone accessories.

The bright orange and blue Mobile Central 24/7 machines stock wall and car chargers for a range of mobile phones along with other accessories; offering the valuable convenience consumers want at comparable prices to those found in-store.

The first machine was installed at Stagnitti's Ascot (Racecourse Road) Mobile Central store in late November, with the 38 year old from New Farm saying a further 50 machines will be launched during 2013 after the trial run exceeded all of his expectations.

"Since we installed the first machine we have been receiving plenty of positive feedback and support not only from our store clients but from people who have been passing by on-foot or in their cars who have stopped to see what the brightly coloured machine was all about," said Stagnitti.

"We have even had a number of local businesses contact our office to find out how they can have a machine at their own premises.

"I am certainly excited with how the idea has been received so far, and am currently finalising negotiations for a range of new locations."

As with many new products, Stagnitti's big idea came from personal experience when the Mobile Central owner found himself in a bind.

"I often receive phone calls after-hours from customers at airports and hotels desperately trying to find somewhere to buy a phone charger after they had left theirs behind," said Stagnitti.

"The idea of a phone accessory vending machine initially came to me when I found myself in a similar situation – on a business trip interstate, I arrived late at my hotel only to realise I had no phone charger and a flat phone!

"After having to wait until morning to set out and battle for car parks and through shoppers to find a



[View Online](#)

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For his images, please click the thumbnails below (media use only)

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"After having to wait until morning to set out and battle for car parks and through shoppers to find a appropriate store – hardly a good way to start a business trip – I thought there had to be a better and simpler way to do this.

"This got me thinking - how great and easy would it be if you could buy a phone charger in your hotel foyer, any time of the day or night!

"I did some research and asked everyone I could from family and friends to clients if they would use my machine, after being greeted with a resounding yes and confirming there was indeed a hole in the market for this kind of product, I set to work - twelve months later, here we are!

"Everyone is time poor these days, so the hassle of having to run around looking for a shopping centre or a phone shop is something all consumers can do without. Our machines make this possible with convenient locations set to offer the easily accessible service consumers need and want, around the clock."

As well as wall and car chargers, the Mobile Central 24/7 vending machines stock a range of mobile accessories, from phone cases to pre-paid recharge cards. For further information, please visit [www.mobilecentral247.com.au](http://www.mobilecentral247.com.au) or visit Mobile Central and the first Mobile Central 24/7 machine at Shop 2, 99 Racecourse Road, Ascot.

For media enquiries, please contact:  
Amanda Jackson – Jigsaw Communications  
Phone: 0421 378 789  
Email: [Amanda@jigsawcomms.com.au](mailto:Amanda@jigsawcomms.com.au)



Joe Stagnitti stands proudly with the Mobile Central 24/7 vending machine



Customers can access wall and car chargers along with a range of other accessories



Stagnitti's Mobile Central 24/7 vending machine offers convenience at comparable costs to in-store purchases



Eye-catching signage and the bright blue and orange colours ensure the machine stands out to passers-by



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# Press release – 31 July 2013

View online at <http://www.vision6.com.au/em/mail/view.php?id=1012991&a=39565&k=7c8ff97>

## Entrepreneurs roll-out 'Australian-first' solution to common mobile dilemma

Brisbane entrepreneurs Joe Stagnitti and Julian Yates will this week roll-out their simple solution to a common 'first world problem' across the state of Queensland.

Most can relate to having at one time or another forgotten or misplaced their phone charger and not realising until the battery was flat. To mobilecentral24/7 Directors Stagnitti and Yates, the answer to this inconvenience seemed simple: Australia's first 24/7 phone accessory vending machines.

Eleven of the cash-less blue and white machines are being installed this week following a successful test launch with a single Ascot machine in late 2012, with plans now in place for expansion across the country and into New Zealand.

"Since installing the first machine we have been inundated with requests from businesses and venues wishing to host the machines and have also received a lot of comments and feedback from consumers," said Yates.

"We have used this feedback to improve the prototype by going completely 'cash-less' with the latest payment technology from Nayax installed and processed by Bankwest, and a new agreement for exclusive products from CMI Accessories.

"It is clear that these machines fill a real need in our technology-dependent society while offering the valuable convenience consumers want at comparable prices to those found in-store.

"Now we are ready to commence a rapid expansion plan across the country and into New Zealand – and that is something we are very excited about!

As with many new products, the idea behind mobilecentral24/7 came from personal experience when Stagnitti found himself in a bind.

"As the owner of a telecommunications business I often receive phone calls after-hours from customers at airports and hotels desperately trying to find somewhere to buy a phone charger after they had left theirs behind," said Stagnitti.

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### MEDIA RELEASE

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[For higher images please visit the Downloads below \(media use only\)](#)

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Joe Stagnitti and Julian Yates with one of their new mobilecentral24/7 machines

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The mobilecentral24/7 machine in a CMI Accessories store

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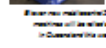
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"I did some research and asked everyone I could from family and friends to clients if they would use my machine, after being greeted with a resounding yes and confirming there was indeed a hole in the market for this kind of product I set to work – twelve months later we installed the first machine and now things are really taking off.

"Queensland is the poorest these days, so the hassle of having to run around looking for a shopping centre or a phone shop is something all consumers can do without. Our machines make this possible with convenient locations that offer the easily accessible service consumers need and want around the clock.

Businesses interested in hosting a mobilecentral24/7 machine can contact mobilecentral24/7 Development and Contract Manager Garry Granton [garry@mobilecentral24/7.com.au](mailto:garry@mobilecentral24/7.com.au) or visit [www.mobilecentral24/7.com.au](http://www.mobilecentral24/7.com.au) for more information.

For media enquiries, please contact:  
Janda Jackson – Jigsaw Communications  
Phone: 0621 276 766  
Email: [janda@jigsawcomms.com.au](mailto:janda@jigsawcomms.com.au)

Mobile Central 24/7 Locations:		
Jacor	(Mobile Central) Shop 2, 99 Racecourse Rd	<a href="#">Map</a>
Jacor	(Brisbane) 163/27 Alexandra Rd	<a href="#">Map</a>
Sundberg	(Grand Hotel) 69 Bourong St (from St Augustin)	<a href="#">Map</a>
Burgangary	(SPUR) 113-117 Buckley Rd	<a href="#">Map</a>
Caboolture	(SPUR) 267-281 King St	<a href="#">Map</a>
Caboolture	(SPUR) 140 McKean St	<a href="#">Map</a>
Caboolture	(SPUR) 72 Morayfield Dr	<a href="#">Map</a>
Fortitude Valley	(TC Palma Building) 212 Brunswick St	<a href="#">Map</a>
Fortitude Valley	(Chinatown) Duncan St	<a href="#">Map</a>
Kangaroo Point	(Southern Cross) 163/721 Main Street	<a href="#">Map</a>
Morayfield	(SPUR) 3-4 Glenmae Cr	<a href="#">Map</a>
Rockhampton	(Bass Lifestyle) 50 Denham St (from St Augustin)	<a href="#">Map</a>



Photo used by Twitter / @jigsawcomms

The accompanying 24/7 email newsletter and 24/7 mobile app are available for Jigsaw Communications and are available for download on the App Store and Google Play. You will be notified by email when the 24/7 mobile app is available for download.

This email was sent by Janda Jackson, Jigsaw Communications, Brisbane, Queensland 4000 to [janda@jigsawcomms.com.au](mailto:janda@jigsawcomms.com.au)

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# **MEDIA CLIPS**





COURIERMAIL.COM.AU

# Savvy dealer spots call for convenience

SOPHIE FOSTER

TRAVELLERS desperate for phone chargers may have rung Telstra dealer Joe Stagnitti's mobile at odd hours, but where others may have thought it an inconvenience, he spotted a business opportunity.

The Mobile Central director began to explore the potential for 24-hour access to phone accessories, eventually setting up his first vending machine outside his shop on Brisbane's Racecourse Rd.

Mr Stagnitti said the vending machine had been operational for almost two months, but took closer to 18 to perfect.

"I did a lot of research, from what supplier to use to understanding the whole mechanism of running the vending machine," he said. "Because if you're going to have a lot out there, you're going to need people filling them up as well as maintenance, so I wanted to get it all right."

"At the moment we've got 16 products. The biggest sellers are

probably the chargers – in-car and wall – mostly because of people forgetting them at hotels and motels."

This year, Mr Stagnitti plans to roll out 50 more vending machines across southeast Queensland, and holds high hopes that they will soon be in places such as Brisbane Airport.

While the first vending machine stocks chargers and accessories for BlackBerry, HTC and Apple devices, the content of other machines could be tweaked to suit the market, he said.

"That's the beauty about it – you don't have to do it all the same," he said. "A couple of areas I want to go into would be more about phone covers, others about chargers. We can build the machine like that – different things for different areas."

Prices range from \$20 for a new car charger to \$30 for a wall charger.

**TWITTER**  
@SophieFosterCM



**LEADING CHARGE:** Mobile Central's Joe Stagnitti plans to roll out phone accessory vending machines across the southeast. Picture: Ric Frearson

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**NEWS [04]**  
**PHONE A FRIEND**  
 ASCOT businessman Joe Stagnitti has launched an Australian-first vending machine for popular mobile phone accessories.



# Hold the phone, what a great idea

ALEX TILBURY

ASCOT business owner Joe Stagnitti is a man on a mobile mission.

He has just launched an Australian-first vending machine with mobile phone accessories and is determined to see them installed in hotels and university campuses across Australia. Most people can relate to, at one time or another, forgotten or misplaced their phone charger and not realising until the battery was flat.

Mr Stagnitti, 38, owner of Ascot's Mobile Central store, has a simple solution for this common dilemma, he's created a vending machine for phone accessories, with everything \$10-\$20, as well as pre-paid cards.

The first machine was installed outside Mr Stagnitti's Racecourse Rd store recently.

Mr Stagnitti, of Eagle Farm, said a further 50 machines would be launched during 2013 after the trial run exceeded all of his expectations.

"Since we installed the first machine we have been receiving plenty of positive feedback and support, not only from our store clients but from people who have been passing and stopped to see what the brightly coloured machine was all about," he said.

"We have even had a number of local businesses contact our office to find out how they can have a machine at their own premises. "I am certainly excited with how the idea has been received so far, and am finalising negotiations for a range of new locations."

Mr Stagnitti said the idea for the vending machines was born from receiving phone after-hours calls from customers at airports and hotels desperately trying to find somewhere to buy a phone charger after they had left theirs behind.

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ON A MISSION: Joe Stagnitti with his new electronics vending machine at Ascot.

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how great and easy would it be if you could buy a phone charger in your hotel foyer, any time of the day or night."



# City North News (online) – 11 January 2013

<http://www.couriermail.com.au/questnews/city/bright-idea-helps-upwardly-mobile-people-find-the-tools-they-need-to-stay-on-the-hop-across-brisbane/story-fn8m0qb4-1226551327430>

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**Bright idea helps upwardly-mobile people find the tools they need to stay on the hop across Brisbane**

ALAN TILBURY, CITY NORTH NEWS • QUEST NEWS/PAPER • JANUARY 11, 2013 10:08AM

**CONVENIENT** Joe Stagnitti with his new electronics vending machine at Ascot. Picture: Josh Winning Source: Quest Newspapers

**ASCOT business owner Joe Stagnitti is a man on a mobile mission.**

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**LOCAL BUSINESSES**

# Vendor puts batteries within reach

ALEX TILBURY  
[alex.tilbury@news.com.au](mailto:alex.tilbury@news.com.au)

EAGLE Farm's Joe Stagnitti is a man on a mobile mission.

He has launched an Australian-first vending machine with mobile phone accessories and is determined to see them installed in hotels and university campuses across Australia.

Most people can relate to the problem of having forgotten their phone charger and having a flat battery.

Mr Stagnitti, 38, owner of Ascot's Mobile Central store, has a simple solution for the common dilemma of a flat mobile battery, he's created a vending machine for phone accessories, with everything \$10-\$20, as well as pre-paid cards. The first machine was installed outside Mr



**VENDING PENDING: Joe Stagnitti.**

Stagnitti's Racecourse Rd store recently.

He said 50 machines would be launched during 2013 after the trial run exceeded all of his expectations.

## Quest Newspapers (online) – 2 August 2013

<http://www.couriermail.com.au/questnews/city/ascot8217s-trial-mobilecentral247-vending-machines-to-open-across-queensland/story-fni9r0jy-1226688885455>

**AN Ascot businessman's solution to a common mobile phone dilemma is spreading across the state.**

The idea for mobilecentral24/7 phone accessory vending machines was born after Joe Stagnitti arrived late at a hotel with a flat phone, and realised he had no charger.

The first phone accessory vending machine outside Mr Stagnitti's Racecourse Rd Mobile Central store proved a hit, and now the Telstra dealer, and business partner Julian Yates, are sending the machines everywhere from Kangaroo Point to Rockhampton.

Mr Stagnitti said there had been a "few bugs" in the first Ascot machine that had been worked out, and products such as car chargers, wall chargers and the iPhone 'lightning' cable were popular.

"The way things are going, we will be expanding a lot. We have a lot in the pipeline, it is just how fast we can get the machines built," he said.

When *City North News* spoke to Mr Stagnitti at the launch of his Ascot machine last year, he was hopeful places such as Brisbane Airport would take on the concept.

He now says mobilecentral24/7 is being "taken to the next level".

"We are talking to some big players - nothing is set in concrete, but there are conversations."

After feedback, the company made its machines 'cashless', with Nayax payment technology installed and processed by Bankwest.

The new vending machine locations include outside Ascot's IGA, Bundaberg's Grand Hotel, SPAR Burpengary, three SPAR locations in Caboolture, Fortitude Valley TC Beirne building and Chinatown, Southern Cross apartments at Kangaroo Point, SPAR Morayfield and Rockhampton's Beta Lifestyles.

The screenshot shows a news article from Quest newspaper. The headline is "Ascot's trial mobilecentral24/7 vending machines to open across Queensland". Below the headline is a photograph of two men, Joe Stagnitti and Julian Yates, standing next to a blue mobilecentral24/7 vending machine. The article text discusses the machine's origin and its expansion across Queensland. On the right side of the page, there is a weather widget for Brisbane and a poll titled "Does the Falling Aussie Dollar affect your Travel plans?".



# ShoeString.com.au – 6 August 2013

<http://www.shoestring.com.au/2013/08/startup-mobilecentral247-offers-solution-to-common-mobile-dilemma/>

Those of us afflicted with first-world problems know exactly how frustrating it is when our phone battery goes flat with no charger within reach or we've forgotten our earphones at home. But Queensland startup MobileCentral24/7 has developed a simple, yet ground-breaking solution! Brisbane-based entrepreneurs, Julian Yates and Joe Stagnitti are now launching their remarkably simple solution to a common mobile dilemma. Let us introduce to you Australia's first 24/7 phone accessory vending machine!

"MobileCentral24/7 machines provide essential phone accessories. From business people who are travelling to tourists and backpackers and the general public, MobileCentral24/7 can save them when they find themselves in a tight spot," says Yates.

Whether you're arguing with your ex-partner or conducting a business teleconference, when your phone battery dies in the middle of an important conversation, it is a first-world nightmare. And let's not forget, we're a society of strangers and we'll do anything to privatise a public space. So when we leave our earphones at home it means we can't block out the noise in our surroundings with music stored in our phones!

Not to worry, because MobileCentral24/7 has come to our rescue – well, to Queensland's rescue. But soon enough the vending machines will be available throughout Australia and New Zealand.

## From idea conception to business reality

As with many new products, the idea behind MobileCentral24/7 came from personal experience when Stagnitti found himself in a bind.

"As the owner of a telecommunications business I often receive phone calls after-hours from customers at airports and hotels desperately trying to find somewhere to buy a phone charger after they had left theirs behind," says Stagnitti.

"I found myself in a similar situation – on a business trip interstate, I arrived late at my hotel only to realise I had no phone charger and a flat phone!"

After having to wait until morning to set out and battle for car parks and through shoppers to find an appropriate store, Stagnitti realised how much easier it would've been if a phone charger was available in a vending machine in the hotel foyer.



But it was a while before Stagnitti acted upon the idea. When he shared it with Yates the transformation of idea to business reality started to take shape.

Yates says, "It was over a lunch and a few wines he confided in me and I thought what a fantastic concept. Before he knew it I was researching Vending machines, manufacturers and so on, calling him two days later to say we had a test machine on its way from China – it was too good of an idea to sit on any longer!"

Over a period of 13 months, Stagnitti and Yates undertook hard work and research, studying other vending systems and their products, as investigating legal requirements, trademarks, branding, business plans, and operation plans.

Since installing the first machine in 2012, the entrepreneur duo have been inundated with requests from businesses and venues wishing to host the machines, as well as a mass of feedback and support from consumers.

"We have used this feedback to improve the prototype by going completely 'cash-less' with the latest payment technology from Nayax installed and processed by Bankwest, and a new agreement for exclusive products from CMI Accessories," says Yates.

"It is clear that these machines fill a real need in our technology-dependent society while offering the valuable convenience consumers want at comparable prices to those found in-store."

All of their hard work has paid off with a successful launch now underway, and with the systems for growth already in place.

For entrepreneurs with a brilliant idea, here's some advice from Yates: "Research, research, research! And then when that is done, establish a business plan, consult with professionals such as accountants and solicitors, work hard at making it a reality and most of all, believe in your idea."

Businesses interested in hosting a MobileCentral24/7 machine can contact MobileCentral24/7 Development and Contracts Manager Garry Grant on [garry@mobilecentral247.com.au](mailto:garry@mobilecentral247.com.au) or visit [www.mobilecentral247.com.au](http://www.mobilecentral247.com.au) for more information.

The screenshot shows a news article on the Entrepreneur Australia website. The main headline is "Startup launches 'Australian-first' phone accessory vending machine". The article is dated August 5, 2013, and is written by Steve Jobs. The article text is as follows:

Those of us afflicted with frustration know exactly how frustrating it is when our phone battery goes flat and no charger is on hand. Or, worse, when our smartphone is at home. But Queensland startup MobileCentral24/7 has developed a simple, yet groundbreaking solution.

Mobile-based entrepreneur Julian Yates and Joe Stagnitti are revolutionizing the remarkably simple solution to a common mobile dilemma. Let us introduce to you Australia's first 24/7 phone accessory vending machine.

MobileCentral24/7 machines provide essential phone accessories from business people who are traveling to tourists and backpackers and the general public. MobileCentral24/7 can take them wherever they find themselves in light about, says Yates.

Whether you're arguing with your ex-partner on conducting a business deal or friends when your phone battery dies, this mobile of an important conversation is a first-world nightmare.

And let's not forget we're a society of strangers and we'll be enjoying to provide a public space. So when we leave our smartphones at home it means we can't block out the noise in our surroundings with music stored in our phones.

Not to worry because MobileCentral24/7 has come to our rescue – well, in Queensland, at least. But soon enough the vending machines will be available throughout Australia and New Zealand.

From idea conception to business reality

As with many new products the idea behind MobileCentral24/7 came from personal experience when Stagnitti found himself in a bind.

"As the owner of a telecommunications business I often receive phone calls after hours from customers at airports and hotels desperately trying to find somewhere to buy a phone charger after they had left their phones at home."

"I found myself in a similar situation – on a business trip interstate I arrived late at my hotel only to realize I had no phone charger and a flat phone."

After trying to wait until morning to get out and back for car parts and through airports to find an appropriate store, Stagnitti realized how much easier it would be if a phone charger was available in a vending machine in the hotel foyer.

But it was a while before Stagnitti acted upon the idea. When he shared it with Yates the transformation of idea to business reality started to take shape.

Yates says, "It was over a lunch and a few wines he confided in me and I thought what a fantastic concept. Before he knew it I was researching Vending machines, manufacturers and so on, calling him two days later to say we had a test machine on its way from China – it was too good of an idea to sit on any longer!"

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Businesses interested in hosting a MobileCentral24/7 machine can contact MobileCentral24/7 Development and Contracts Manager Garry Grant on [garry@mobilecentral247.com.au](mailto:garry@mobilecentral247.com.au) or visit [www.mobilecentral247.com.au](http://www.mobilecentral247.com.au) for more information.

## RetailBiz.com – 7 August 2013

<http://www.retailbiz.com.au/2013/08/07/article/Convenient-retailing-with-mobilecentral247-vending-machines/YFGRQMWPWD>

### Convenient retailing with mobilecentral24/7 vending machines

Published on Wed, 07/08/2013, 02:51:04

By Aimee Chanthadavong

Mobilecentral24/7 has commenced rolling out its mobile phone accessory vending machines across Queensland-based retail stores ahead of plans to expand nationwide and into New Zealand.

The installation of the eleven cashless blue and white machines, which sell products from CMI Accessories, comes following a successful test launch with a single Ascot machine in late 2012.

The mobilecentral24/7 machines are currently installed in Brisbane's Chinatown Mall, Fortitude Valley's TC Beirne Building, five SPAR Supermarkets, an IGA supermarket and other locations including hotels and apartment buildings.

Julian Yates, mobilecentral24/7 director, said the vending machines will help attend to consumer demand for convenient shopping.



“Vending machines for a wide range of products are definitely very big currently in Asia and America but I believe they are still a relatively new concept for the Australian market for anything outside of snacks and drinks, although we are well on our way currently to heading towards the proliferation that is seen overseas,” he said.

“Consumers want access to products quickly, conveniently and at the hours that suit them – they don’t want to line up in queues or speak to sales people.

“In addition, mobile phone accessories represent a product group that is quite often needed after hours and in a hurry. For instance when travellers realise they did not pack their much-needed charger or headphones just as they need them, so we feel our concept fits perfectly with what consumers want and need.”

The machines use payment technology from Nayax and are installed and processed by Bankwest.

“Our research and consumer feedback tells us that cashless is the way of the future, so we were sure to install the most advanced cashless system from Nayax into the mobilecentral24/7 machines,” Yates said.

“Another driver for this decision was the operating costs for service people when you take into account that biggest call-out or fault reason for this kind of machine is a coin jam or a note reader malfunction, which renders the whole machine out of action and can result in annoyed customers and increasing costs. In addition, when you take cash out of the picture, the risk of theft is reduced. “

As the company plans to expand trans-Tasman, Yates said there are also opportunities to go beyond selling phone accessories. “Our model is available for people who may wish to vend other products and we have already been contacted by various.”



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**Convenient retailing with mobilecentral24/7 vending machines**

Published on Wed, 07/08/2013, 02:51:04

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"Consumers want access to products quickly, conveniently and at the hours that suit them – they don't want to line up in queues or speak to sales people."

"In addition, mobile phone accessories represent a product group that is quite often needed after hours and in a hurry. For instance when travellers realise they did not pack their much-needed charger or headphones just as they need them, so we feel our concept fits perfectly with what consumers want and need."

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Tags: mobilecentral24/7 vending-machine-retail-vending-machines

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Includes newsletter headline mention (email subject line)

View online at <http://www.retailbiz.com.au/newsletters/PFVVREEXEF.html>

From: RetailBiz [info@retailbiz.com.au] Sent: Thu 8/08/2013 7:26 PM  
To: Amanda Jackson  
Cc:  
Subject: Etsy.com strengthens localisation; Convenient retailing with mobilecentral24/7

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ASCOT

## Vending machines to get phone users reconnected

AN ASCOT businessman's solution to a common mobile phone dilemma is spreading across the state.

The idea for mobilecentral24/7 phone accessory vending machines was born after Joe Stagnitti arrived late at a hotel with a flat phone, and realised he had no charger.

The first phone accessory vending machine outside Mr Stagnitti's Racecourse Rd Mobile Central store proved a hit, and now the Telstra dealer, and business partner Julian Yates, are sending the machines everywhere from Kangaroo Point to Rockhampton.

Mr Stagnitti said there had been a "few bugs" in the



Joe Stagnitti.

first Ascot machine that were fixed, and products such as chargers and the iPhone Lightning cable were popular.

"The way things are going, we will be expanding a lot," he said.

"It is just how fast we can get the machines built."



# Charge on the run

BRISBANE entrepreneurs Joe Stagnitti and Julian Yates will this week roll-out their simple solution to a common 'first world problem' across Queensland.

Most can relate to having forgotten or misplaced their phone charger and not realising until the battery was flat. To mobilecentral24/7 directors Stagnitti and Yates the answer to this inconvenience seemed simple: Australia's first 24/7 phone accessory vending machines.

Eleven of the cash-less blue and white machines, with four in the Caboolture region, have been installed.

"Since installing the first machine we have been inundated with requests from businesses and venues wishing to host the machines and have also received a lot of comments and feedback from consumers," Yates said.

Businesses interested in hosting a mobilecentral24/7 machine can contact Garry Grant at [garry@mobilecentral247.com.au](mailto:garry@mobilecentral247.com.au) or visit [www.mobilecentral247.com.au](http://www.mobilecentral247.com.au) for further information.

# Courier Mail (online) – 15 August 2013

<http://www.couriermail.com.au/business/vending-machines-for-phone-accessories-set-for-major-rollout/story-fnihsp3-1226697901650>

**FIRST Ascot, then the world seems to be the new mantra for Brisbane businessmen Joe Stagnitti and Julian Yates, who have begun an ambitious program to roll out hundreds of phone accessory vending machines.**

After successfully operating their mobilecentral24/7 machines at Ascot's Racecourse Road since December, the pair have tweaked the offering and launched themselves into the next phase of development.

They were installing 11 machines in other parts of Queensland, as far afield as Rockhampton and Bundaberg, but the plan was to this year roll out "hundreds" including their first international vending machine in New Zealand.

Mr Yates said since they were inundated with requests from businesses and venues wanting to host the machines.

Mobilecentral24/7 development and contracts manager Garry Grant said venues that hosted machines received a percentage of that machine's gross turnover as payment.

He said to host a machine, a location owner generally entered a site licence arrangement with mobilecentral24/7 which spelt out rights and responsibilities of both parties.

"Typical arrangements are that mobilecentral24/7 would own, install and operate the machine, and be responsible for stock selection, stock pricing, servicing, maintenance, repairs, etc," he said. Day to day details over the operation, maintenance and filling of the machines were taken care of by sole supplier CMI Accessories.

"There is a 1300 number prominently displayed on the machine and on all stock items for all enquiries. The site owner would only need to provide a power supply," he said. Mr Yates said the machines were completely "cashless" with the latest payment technology from Nayax installed and processed by Bankwest.

The idea behind the machines, Mr Stagnitti said, was giving consumers a "better and simpler way" to replace lost or forgotten chargers and other accessories to do with their mobile devices. "Everyone is time poor these days, so the hassle of having to run around looking for a shopping centre or a phone shop is something all consumers can do without."

Prices range from \$20 to \$30 for chargers, in line with general retail costs.

The screenshot shows the Courier Mail website interface. At the top, there's a navigation bar with 'NEWS', 'SPORT', 'ENTERTAINMENT', 'BUSINESS', 'LIFESTYLE', 'VIDEO', and 'CLASSIFIEDS'. Below this is a 'BUSINESS' section header. The main article is titled 'Vending machines for phone accessories set for major rollout'. The article text is partially visible, starting with 'FIRST Ascot, then the world seems to be the new mantra for Brisbane businessmen Joe Stagnitti and Julian Yates...'. To the right of the article is a 'MOST VIEWED' list with five items. Below the article is a 'BUSINESS' section with several sub-headers like 'Mining boss \$1m pay out', 'Job ads fall for sixth month in a row', 'Dollar higher despite morning losses', 'Shares firm on coalition poll win', and 'Share dividends earn their keep'. The website also features social media sharing options and a search bar.





82 BUSINESS OPPORTUNITIES

SATURDAY AUGUST 17 2013 COURIERMAIL.COM.AU

# Vending machine rings in new mobile concept



SOLUTIONS: Joe Stagnitti, left, and Julian Yates with one of their new mobilecentral24/7 machines.

FIRST Ascot, then the world seems to be the new mantra for Brisbane businessmen Joe Stagnitti and Julian Yates, who have begun an ambitious program to roll out hundreds of phone accessory vending machines.

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"Typical arrangements are that mobilecentral24/7 would own, install and operate the machine, and be responsible for stock selection, stock pricing, servicing, maintenance, repairs, etc," he said.

Mr Yates said the machines were completely "cashless" with the latest payment technology from Narva installed and processed by Bankwest.

The idea behind the machines, Mr Stagnitti said, was giving consumers a "better and simpler way" to replace lost or forgotten chargers and other accessories to do with their mobile devices.



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## Entrepreneurs roll out Australian first solution to common mobile dilemma

**Brisbane entrepreneurs Joe Stagnitti and Julian Yates have rolled out their simple solution to the 'first world problem' across Queensland – phone accessory vending machines.**

Most mobile phone users can relate to having forgotten or misplaced their phone charger and not realising until the battery was flat.

For Mr Stagnitti and Mr Yates, Directors of mobilecentral24/7, the answer to this inconvenience was simple: 24/7 phone accessory vending machines.

Eleven of the cashless blue and white machines were installed last week following a successful test launch with a single Ascot machine in late 2012, with plans now in place for expansion across the country and into New Zealand.

"Since installing the first machine we have been inundated with requests from businesses and venues wishing to host the machines and have also received a lot of comments and feedback from consumers," Mr Yates said.

"It's clear that these machines fill a real need in our technology-dependent society while offering the valuable convenience consumers want at comparable prices to those found in-store.

"Now we are ready to commence a rapid expansion plan across the country and into New Zealand – and that's something we're very excited about.

"Everyone is time-poor these days, so the hassle of having to run around looking for a shopping centre or a phone shop is something all consumers can do without. Our machines make this possible with convenient locations set to offer the easily accessible service consumers need and want, around the clock."



[To Top >>](#)

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## Style Magazine (online exclusive) – 19 August 2013

<http://www.stylemagazines.com.au/article-416-Mobile-Saviours>

### Mobile Saviours

19 Aug '13

Brissie boys are our mobile heroes. By Roisin O'Brien.



Brisbane entrepreneurs, Joe Stagnitti and Julian Yates have the answer to our mobile phone woes – with a simple solution to be rolled out across Queensland. Have you ever been out and about and you're struck with disaster?

Your phone has totally run out of battery and you are left high and dry with no charger. Modern-day tragedy.

In a time where our mobiles are an extension of our very being – this can be a real worry. Brisbane locals, Joe Stagnitti and Julian Yates have answered your prayers with mobilecentral 24/7 – Australia's first 24/7 phone accessory vending machine.





*Coming to the rescue  
all across Brisbane!*



Currently, New Farm resident, Joe is the owner of the Ascot Mobile Central store (an authorised Telstra dealer), while his partner, Wilston local Julian, runs his own business in Windsor, Yates Professional Investigations.

Together, the two tech-savvy businessmen have developed the very clever concept, right in our very own backyards. No longer are you caught with a dead phone and no charger. From iPhone 4 car chargers to iPhone 5 USB cables, Samsung Galaxy cases and Hands-free headsets – available in black and white for essential colour coordination.

So far, eleven of the handy cash-less blue machines are being installed this week – following a more than successful launch in Ascot in 2012.

Prepare to see these wonderful inventions popping up in Fortitude Valley, Kangaroo Point, Ascot, Caboolture, Morayfield, Burpengary, Bundaberg and Rockhampton, with plans in place for nation-wide and trans-Tasman expansion.

Perfect for the time poor and tech reliant (who isn't?), the machines are your one stop shop for everything your phone might ever need. As with many new ideas, the concept behind mobilecentral24/7 arose through personal experience.

“The idea came to me when I found myself in a similar situation – on a business trip interstate, I arrived late at my hotel only to realize I had no phone charger and a flat phone,” Joe said. “This got me thinking – how great and easy it would be if you could buy a phone charger in your hotel foyer any time of the day or night.”



With everyone being so time poor, the hassle of running around looking for a phone shop is something all customers could do with out. The convenient machines make it possible to get the accessories you desperately need any time of the day or night. Us Brisbanites are the first to test the exclusive high demand vending-machines in Australia! Aren't we lucky?

Currently, New Farm residents, Joe is the owner of the local Mobile Central store (an authorised Telstra dealer), while his partner, Wilson local Julian, runs his own business in Windsor, Yates Professional Investigations. Together, the two tech-savvy businessmen have decided the way car owners contact their own very own backyards, no longer are you caught with a dead phone and no charger. From iPhone car chargers to iPhone's USB cables, Samsung Galaxy cases and handy-free chargers – available in black and white for essential colour coordination.

So far, eleven of the handy, cash-less blue machines are being installed this week – following a more than successful launch in December 2012.

Prepare to see these wonderful inventions popping up in Fortitude Valley, Kangaroo Point, Jacquot, Caboolture, Morayfield, Burpengary, Mundubberg and Rockhampton, with plans in place for north-side and trans-Brisbane expansion.

Regardless the time poor and cash-reluctant (no limit), the machines are your one-stop shop for anything your phone might ever need, as with many new ideas, the concept behind mobilecentral247 arose through personal experience.

"The idea came to me when I found myself in a similar situation – on a business trip interstate, I arrived late one night only to realize I had no phone charger and a flat phone," Joe said. "The game thinking – how great and easy it would be if you could buy a phone charger in your hotel at any time of the day or night."

With everyone being so time poor, the hassle of running around looking for a phone shop is something all customers could do with out. The convenient machines make it possible to get the accessories you desperately need any time of the day or night.

Us Brisbanites are the first to test the exclusive high demand vending-machines in Australia! Aren't we lucky?



# RetailWorld

ESTABLISHED 1947

SEPTEMBER 6, 2013

BUSINESS – WHAT'S NEW

## Vending machine provides phone cable solution

Australia's first 24/7 phone accessory vending machines have launched in a number of independent retailers and businesses thanks to Brisbane entrepreneurs Joe Stagnitti and Julian Yates.

The idea of a phone accessory vending machine came about when Mr Stagnitti was on a business trip interstate and realised he had no phone charger and a flat phone.

The entrepreneurs trialled a machine successfully in Ascot, Brisbane in late 2012 before rolling out 11 of the cashless blue and white machines in early August. The pair now have plans in place for expansion across the country and into New Zealand.

"Since installing the first machine we have been inundated with requests from businesses and venues wishing to host the machines and have also received a lot of comments and feedback from consumers," Director Julian Yates said.

"We have used this feedback to improve the prototype by going completely cashless, with the latest payment technology from Nayax installed and processed by



Bankwest and a new agreement for exclusive products from CMI Accessories."

The current layout of the mobilecentral24/7 machines comprises five drawers with four SKUs per drawer, but the company is able to customise the machine layouts to meet changing requirements. The machines exclusively stock CMI Accessories, with a range of Apple iPhone, Samsung and universal accessories.

"Through software installed in the mobilecentral24/7 machines, we will be carefully monitoring the sales performance of the products so we can ascertain easily which products are popular

and which may not be performing as well," Mr Yates said.

The software also means mobilecentral24/7 service contractors can be notified of stock levels prior to their fortnightly service.

Mr Yates said the vending machines are ideal for supermarkets and convenience stores that are increasingly expected to be able to supply all consumer requirements.

"Hosting a mobilecentral24/7 machine is an easy option, which allows them to provide the product for their customers while receiving a return, with the added benefit of the potential for drawing customers to the store

who will then buy other items while there," he said.

"An additional big plus for these kinds of retailers is the fact that mobilecentral24/7 retains the responsibility for warranty issues and also looks after the maintenance, stock replenishment and so on."

IGA Ascot store owner Leo Sirianni said he jumped at the chance to install a mobilecentral24/7 machine following tremendous success with a DVD vending machine.

"The machine is located outside of our store, offering 24/7 solutions to my customers, which I think is a great concept," he said.

"So far the feedback on the new machine has been great – everyone is stopping to check it out and I am sure it will be a great success."

SPAR Australia has implemented this new technology in five of its Queensland stores. State Manager (Queensland) John Costanzo said he is excited to be providing even more convenience for SPAR customers.

"These new machines add to our offer, without us even having to worry about a thing," he said. ★

## **The Australian Retailer – yet to be published**

## **Bizoomi.com – story locked in for website launch**