



Christopher Woodward
Founder & Managing Director



Jeff Ong
Commercial Manager



BELOW IS THE LIES AND DECEIT orchestrated by these two fraudsters;

- The actual number of these types of customer warranty claims arising involving fraud is far higher.
- But because there is enough supporting documentation provided to WIKIFRAUDS to fill a room - only the most preposterous examples are detailed here.

FRAUD 1. Declined warranty claim because Woodward was emphatic that Serene don't make faulty heaters...

...but he was caught out, turns out he knew the product fault existed all along.

PRODUCT: 400x Serene S2024 wall panel heaters
SUPPLIED BY: Serene Industries Ltd, ex factory January 2016 as well as New Zealand stock, May 2016
SOLD BY: Serene Heating Australia P/L, June – August 2016
CUSTOMER: University of Tasmania, Hobart and Launceston TAS

BACKGROUND

1. Serene Australia's largest single order to date. 400x panel heaters for the Universities new dormitories in Hobart and Launceston.
2. The heater model has a Serene 10-year warranty.
3. The following winter from when they were installed, the Uni claims that all the heaters are making loud banging noises when they were switched on.
4. All heaters are required to be re-worked because of what turns out is a known Serene design flaw in the element.

OUTCOME

5. Serene Industries Ltd denied there was anything wrong with the heaters, despite the Directors personally verifying the customers complaint as valid.
6. Serene Australia personally re-worked the 400x heaters at a cost of \$30,000 over 3 weeks.
7. There was no support whatsoever from Serene Industries despite there being contractual obligations to support any Serene Australia claim higher than 11% failure rate.
8. Yet this this failure rate was 100% and the product had a 10 year warranty and the warranty support was zero.

COMMENTS OBTAINED from a the Sales Director of Serene Heating Australia Pty Ltd between 2015 - 2017.

*"We secured an order in mid-2016 to supply the 400x panel heaters for the two new dormitory blocks for the University of Tasmania in Hobart and Launceston."
"This was the largest order for Serene Australia to date and Christopher Woodward was very pleased."*

*"There were so many units required that we had to also purchase them from the Serene Industries stock in New Zealand."
"As this was the first sale of this model Serene heater for us in Australia, we had no prior experience with it, however we had heard rumours from New Zealand that there had been some issues with this series of panel heaters being excessively noisy."*

"The heaters were supplied and installed just fine but then came the following early winter 2017 and it didn't take long before we received the call from the University that the installed heaters were noisy - they made a loud banging noise as the elements heated up - and every single one of them had the same issue."

"I went to check it out, and sure enough they were noisy as they heated up and cooled down. The remedy was quickly determined straight forward but considering 400x heaters needed to be reworked there would be around 3 weeks task for one person at significant cost."

*"These heaters have a 10 Year Serene warranty, however when we sought cost contribution under the endemic failure provisions of our Australian trade agreement.
Christopher Woodward retorted via multiple communications:"*

"I don't know why you guys place so much importance on quality. Leave all product quality and procurement to me."

"Every shipment is pre-checked and Serene engineering is among the best in the world."

"Serene heaters are not noisy"

"Serene does not and has never made noisy heaters."

"Any noise is standard for a panel heater"

"All panel heaters make noise."

"You are the only person in all of this industry who has this problem"

"I am at the realisation it is actually you who cannot handle customers."

"The problem is that your biggest panel customer are all just drunk University students."

"I am a 45 year veteran of this business. I am older than you, I am much more experienced than you."

"You have no experience in manufacturing"

"The heaters are not noisy and Serene Industries are not paying anything"

"Your harping on about poor quality is becoming intolerable, much more and I am considering terminating you."

"We did go to TAS and reworked every heater at Serene Australia's cost - it was a massive 3 week job costing our company circa \$30,000 - but we stood by our products and got the remediation done."

"Time went on and nearly a year later and by absolute pure chance I was visiting in an electrical wholesaler in New Zealand and spotted the same model S2024 panel heater on the merchant's shelf with a purple sticker on it (depicted).

"This sticker was advising that for winter 2018 Serene Industries was proud to announce that they have solved all prior issues with the noisy elements."



"I confronted the Serene New Zealand staff with this for which they quickly handed me a Serene Industries service bulletin published in 2015 (2.5 years prior) detailing the procedure for all service personnel to fix the noisy elements in both the S2024 and S2025 model heaters."

*"I immediately sent my discovery to Christopher Woodward in a message headed: **The Definition of Perpetual Lies and Deceit!***

*"As is consistent with Christopher Woodward anytime that he is confronted with being caught out like this - the only reply I got from him was **"your nonsense is noted"**.*

"This outcome was just absurd. After continuous pressure by Woodward to sell Serene product - this was the largest single order ever for all of Serene Australia."

"Yet the product was guaranteed for an absurd 10 years - yet the product failure rate was 100% - and the product support from Woodward was zero."

"What started as the largest flagship project order for Serene Australia – instead became the start of the most absurd and futile bullshit that I have ever seen in my life."

"It was through a myriad of these sorts of issues that the Serene Australia Directors finally just terminated on the spot their association with Woodward / Serene Industries and walked out, writing off well in excess of a million dollars in the process."

FRAUD 2. Declined warranty, Woodward claims the business never existed.

PRODUCT: 2x Serene S2088 bathroom fan heaters
SUPPLIED BY: Serene Industries Ltd, December 2015
IMPORTED BY: Serene Heating Australia P/L, January 2017
RESELLER: Heatco Australia, Melbourne VIC, mid-2019
CUSTOMER: Val Roche. NSW

BACKGROUND

1. This customer purchased 2 Serene S2088 bathroom fan heaters in 2018, these both stopped working in 2019.
2. The model has a Serene 10 Year warranty.
3. The customer filed a warranty claim with Serene Australia and were quickly advised by Christopher Woodward in Hong Kong that Serene has never had a business or products in Australia and that these products are illegal counterfeits sold via a dodgy internet trader and there is no warranty support available.
4. However Woodward offered to sell the customer their replacement heaters.
5. Woodward also recommended that this customer report their dangerous counterfeit Serene product to the small claims

OUTCOME

6. The Serene Australia Directors shipped to this customer 2 replacement heaters sourced from the Serene New Zealand office.
7. The faulty heaters were returned to Serene New Zealand and were accepted for return/credit in full.

CUSTOMER EMAIL COMMUNICATIONS and SERENE RESPONSE

"I purchased 2 x Serene S2088W bathroom fan heaters that have a 10 year warranty. Both of them are not working. The units glow brightly and spark before fading out to nothing."

"I have attached a copy of the reply email from a Christopher Woodward of Serene Industries which was received in answer to my warranty claim to Serene Australia office. "Christopher Woodward is asking for me to pay for the warranty replacements as he says the products were not made by Serene Industries and are illegal counterfeits"

*"In one breath Mr Woodward states these heaters have never been offered to Australia nor do they even comply with Australian standards."
"Next he is offering me fully compliant and certified replacements for Australia, but only if I am happy to buy them"*

"I don't envy your position and I imagine your legal team will enjoy a veritable field-day in court with this odd character Christopher Woodward, who seems hell-bent on going down and taking everyone with him in his wake! Poor you!!!"

"May I ask how many other disappointed customers, (apart from myself), have been disregarded and rudely refused assistance, (apart from trying to SELL me replacements), from Mr. Christopher Woodward?"

"If my heaters are not genuine then they are absolutely flawless copies and I think there are some really bad things going on with Serene Industries."

"Perhaps Mr. Woodward is cutting costs to an extreme, and while the outer heater casing looks very swish and elegant, I think the innards are full of bargain-basement trash – short lived at that."

"Thank you for the replacement heaters which arrived on Friday afternoon. We appreciate all the trouble you have gone to help us through this."

"I do feel that you people representing Woodward's products have been duped bigtime and I am sorry."

Dear Mrs Roche,
Thank you for contacting me. I regret that we are unable to assist you however.

Serene Industries Ltd has **no relationship with this grey market on-line company** for which you purchased the product and we have received several claims about products they have sold.

For some time they have been offering our products and duping buyers into believing that they have some relationship with Serene implying that these products are covered by our warranty, which of course they are not.

Serene Industries did not sell this product to this company **and as we sell to many countries around the world we have no knowledge of the origin of your heaters or whether these were even sold new.**

The units do not even comply with Australia electrical standards and could well be unsafe to use.

We do not offer this model to the Australian market, nor do we offer any warranty to product of unknown origin purchased on the internet in Australia by a party that we have no relationship.

I am sorry to say that you have learned an expensive lesson regards **dealing with dodgy online retailers.**

As a matter of course **we will pass your communication to the Australian regulator.** Hopefully they will take action that may prevent others from being duped by this disreputable operator.

Perhaps **your best course is to take action against them through the small claims court in Australia.**

I am pleased that you took the trouble to contact me as we want to do all possible to stamp out these unscrupulous online operators who's actions damage the reputation of legitimate brands around the world.?

We value our brand and market leading quality and reputation worldwide and we offer the longest replacement warranties in the industry.

As a gesture **we would like to offer you 2 fully Australian compliant replacements from our New Zealand sales office at a cost of NZD\$150 each + shipping.**

With best regards
Christopher Woodward, MD
Serene Industries Ltd

From: Christopher Woodward <christopher@serene-ind.com>
To: 'Chris Roche' <[REDACTED]>
CC: Alex Woodward <alexW@serene-ind.com>, Jeff Ong <jeffo@serene-ind.com>, [REDACTED]
ind.com>
Date: Mar 12, 2020 10:36:58 PM
Subject: RE: Warranty claim for S2088W heaters

Dear Chris

Thank you for contacting me

I regret that we are unable to greatly assist you however.

The only resolution to any problem that you may have is with the on-line company from which you purchased the heaters.

We have no relationship with this gray market on-line company from which you purchased the product and we have several complaints about them of a similar nature.

For some time we have been trying to prevent them offering our products and duping buyers into believing that they have some relationship with our company implying that the products that they offer are covered by our warranty, which of course they are not.

We did not sell the product to this company and as we sell to many countries around the world we have no knowledge of the origin of your heaters or whether or not these products were even new when purchased.

Very possibly the units do not even comply to Australian electrical standards and could well be unsafe to use.

We do not offer this model to the Australian market nor do we offer any warranty to product of unknown origin purchased on the internet in Australia by a third party with whom we have no relationship.

I am sorry to say that you have perhaps learned an expensive lesson as regards dealing with doggy on-line retailers.

As a matter of course we will pass your communication to the Australian regulator. This unfortunately is unlikely to assist you but hopefully they will take action that may prevent others from being duped by this disreputable operator.

Perhaps your best course of action is to take action against them through the small claims court in Australia.

I do not normally receive emails of this nature to my direct email address but I am pleased that you took the trouble to contact me as we want to do all possible to assist in stamping out these unscrupulous on-line operators who's actions damage the reputations of legitimate brands around the world every day.

We value our brand and market leading quality reputation worldwide and we offer the longest replacement warranties in the industry.

As a gesture we would like to offer you 2 replacement units made to comply with Australian electrical standards from our New Zealand sales office at a nominal cost of NZ\$150 each (freight collect). If this is of any interest to you please contact [REDACTED] at the above email.

From May 2020 we are pleased to let you know that our full product range (VVL) will be legitimately offered in the Australian market nationwide by a substantial and reputable distributor.

With best regards

Christopher Woodward | Managing Director | Serene Industries Limited | t: +652 2325 3210 | f: +652 2325 3168 | e: christophe@serene-ind.com | w: serene-ind.com | skype: olochihaand

This email, including attachments, may contain information which is confidential or subject to legal privilege or copyright. If you are not the

SUPPORTING INFORMATION

1. The Serene Industries shipping information that originated this precise item into Australia in 2015/2016.
2. The Serene safety compliance certification as published by Serene confirming it has always been designed for and met Australian safety standards (The certification is even issued in Australia, by Australians for Australia)
3. The 2016 Serene Australia product supplied by Christopher Woodward.

(Some names not related and commercial particulars are withheld)

serene SERENE INTERNATIONAL DISTRIBUTION LIMITED
 1010, 10th Floor, Block A, Alexander Industrial Bldg,
 27 Wing Hong Street, Cheung Sha Wan, Kowloon HONG KONG
 TEL: 852-2325 3210 FAX: +852 2325 3166 E-MAIL: info@serene.com

WEIGHT/PACKING LIST
 Inv.No: 17002-R1 / 17004
 Date: 27-Dec-15
 S/A SERENE AUSTRALIA
 Suite 201 / 175B Stephen Street, Yarraville
 Melbourne VIC 3013
 FROM YANTIAN, CHINA TO MELBOURNE, AUSTRALIA BY SEA

INVOICE NO.	ITEM NO	Description	Quantity CTNS	Quantity CTN	Qty SET	N.W. Total	G.W. Total	Measurement CBM
17002-R1		Wall Mounted Panel Heater						
	S2025	2000 Watts	150	1	150	1009.5	1159.5	7.020
	S2024	1000 Watts	150	1	150	510	660	4.087
		Wall Mounted Fan Heater						
	S2066	Stainless Steel	34	6	204	503.2	520.2	2.874
		Portable Fan Heater						
	S2067	Portable Fan Heater	8	6	48	120.8	124.8	0.678
		Wall Mounted Space Heater						
	S2055	White	1	2	2	5.6	6.1	0.040
			100	1	100	477.5	577.5	3.267
17004		Wall Mounted Fan Heater						
	S208SS	Stainless Steel	50	4	200	650	714.5	3.243
		Anthracite	12	4	48	135.41	170.44	0.778
	Total					3412.01	3933.04	21.99

BILL OF LADING NOT NEGOTIABLE UNLESS OTHERWISE STATED TO THE CONTRARY

Shipper: [Redacted] Bill of Lading No: SOWL2353727 Export Entry No: S/O: [Redacted]
 SHENZHEN, CTFY, GUANGDONG, P. R. CHINA

COPY DRAFT BILL
 ORIGINAL BILL REQUIRED AT DESTINATION

Comptee (if "to order" is indicated) TO ORDER

Notify Party (Who shall deliver the goods to wharf)
 SERENE INTERNATIONAL DISTRIBUTION LIMITED
 175B STEPHEN STREET, YARRAVILLE, MELBOURNE, VIC 3013, AUSTRALIA

175B King Street, Melbourne 3003, VIC, Australia
 Telephone: (03) 8522 3210 Fax: (03) 8522 3166
 Email: info@serene.com.au
 Website: www.serene.com.au

Place of Origin: YANTIAN, CHINA
 Port of Loading: YANTIAN, CHINA
 Place of Delivery (if as ordered): MELBOURNE, AUSTRALIA
 Place of Receipt: MELBOURNE, AUSTRALIA

Mark & Number	Description of Goods	Quantity	Weight	Volume
SERENE	1000 WATT WALL MOUNTED PANEL HEATER (S2024) 2000 WATT WALL MOUNTED PANEL HEATER (S2025) STAINLESS STEEL WALL MOUNTED FAN HEATER (S2066) PORTABLE FAN HEATER (S2067) WHITE WALL MOUNTED SPACE HEATER (S2055) STAINLESS STEEL WALL MOUNTED FAN HEATER (S208SS) ANTHRACITE WALL MOUNTED FAN HEATER (S208SS)	304	3412.01	3933.04

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SAA APPROVALS*

Certificate of Approval

Certificate No.: SAA12223EA
 Date of Issue: 6 December 2012

Certificate Holder: Serene LTD
 Room 508-60 10/F, 9 Wing Hong Street,
 Cheung Sha Wan, Kowloon, Hong Kong

Class Description: Room Heater
 Product Description: Wall Mounted Fan Heater
 Brand Name: Serene LTD
 Model No.: S2066
 Ratings: 220-240V 50/60Hz 2000-2400W Class I IP21
 Standard: AS/NZS 4185.2:2009 SAA AL
 Condition: NI

Approval Mark: SAA12223EA or RCH

Date First Registered: 6 December 2012
 Date of Expiry: 6 December 2017

SAA APPROVALS CERTIFIED

JAS-ANZ

For full details of SAA Approvals Pty Ltd
 www.saaapprovals.com.au

serene
living



Towel Rails

Space Heating

Heating Panels

Bathroom Heating

Style & Home

2016
AUSTRALIAN
Heating Solutions

www.serene-australia.com

serene
living

For full product details of Serene products contained in this catalogue, please refer to the detailed product specification sheets for installation and operating instructions, or visit the Serene web site at www.serene-australia.com

Serene Industries Limited reserves the right to alter any product specifications, including marketing material without notice. Prices and conditions are subject to change without notice. Errors and omission excepted (E & OE).

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SERENE AUSTRALIA

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www.serene-australia.com

Suite 201, 176b Stephen Street, Yarraville,
Melbourne, Victoria 3013



www.serene-australia.com





serene
LIVING

SOLUTIONS MORE THAN JUST PRODUCTS...

Our mission is to set a new and higher standard of quality, function and design for home and business heating that fully realises the modern ideal of an easy time-saving and environmentally aware lifestyle.

This is the very essence of Serene Living and our team's commitment since 1967 in producing efficient and reliable heating and home products of superior quality.

Every Serene product is engineered to last and can be depended on to deliver efficient warmth and comfort to your home or business for many years.

More than just products.

Christopher Woodward
Managing Director, Serene Industries Limited

FRAUD 3. Declined warranty, Woodward claims the business never existed.

PRODUCT: Serene S2088 bathroom fan heater
SUPPLIED BY: Serene Industries Ltd, January 2016
IMPORTED BY: Serene Heating Australia P/L, December 2016
RESELLER: Heatco Australia, Melbourne VIC, mid-2019
CUSTOMER: Robert Flood, NSW

BACKGROUND

1. The customer purchased a Serene bathroom fan heater in 2019 that stopped working in 2019. The heater had 10 Year Warranty.
2. They filed a warranty claim with Serene Australia and were quickly advised by Christopher Woodward in Hong Kong that Serene has never had a business or its products in Australia and that the products are illegal and dangerous counterfeits sold by a reseller company called "Heatco" that Serene has never dealt with.
3. There was no warranty support available.
4. Serene Industries also recommended that this customer report his dangerous counterfeit Serene product to the safety regulator.

OUTCOME

5. The Directors ended up shipping to this customer a replacement heater sourced from the Serene New Zealand office.
6. The faulty heater was returned to Serene New Zealand and was accepted for full credit/return.

CUSTOMER EMAIL COMMUNICATIONS and SERENE RESPONSE

"I have just received an email from the tenants at the property where we installed this Serene bathroom heater. They said that it caught fire."

"Are you able to tell me what we need to do to obtain a warranty replacement heater. I have attached the original invoice."

"As per your email I emailed Christopher Woodward at Serene to find out about obtaining a warranty and below is the email I received in response from Serene Industries."

Dear Mr. Flood,

Thank you for your email addressed to our managing director.

Serene Industries Limited has no connection or business with the company HeatCo that you mention.

We understand that they are an Australian company that sells products on the internet. It seems that they obtain product on the 'grey' international market and resell in Australia.

We have never had any dealings with this company, they are not an unauthorized reseller of our products or user of the Serene brand and trademarks.

The heater you purchased from them was not purchased from Serene Industries Limited or has it ever been intended to be sold in Australia.

Serene operates in many markets but we do not sell this model in Australia. The heater that you purchased may well not meet Australian electrical standards and could be dangerous to use.

As such the product that you purchased carries no Serene warranty.

I regret that Serene Industries Limited is unable to assist you and we suggest that you report the matter to the Australian regulator.

With regards

Jeff Wong

Serene - International Customer Service – Hong Kong

“Thanks for all the supporting information, yes please can we get a replacement heater moving ASAP as we have one very angry and disappointed owner.”
“Thanks for the replacement, the old one is here ready for collection.”

“What on earth is going on at Serene?”

Hi again,

As per your email dated Feb 6, I emailed Christopher Woodward at Serene to find out about obtaining a warranty and below is the email I received in response:

Date: Mon, Apr 27, 2020 at 2:00 PM

Subject: RE: Invoice 00000832

To: Robert Flood <[redacted]@hotmail.com.au>

Dear Mr. Flood,

Thank you for your email addressed to our managing director.

Serene Industries Limited has no connection or business with the company HeatCo that you mention.

We understand that they are an Australian company that sells products on the internet.

It seems that they obtain product on the 'grey' international market and resell in Australia.

We have never had any dealings with this company, they are not an unauthorized reseller of our products or user of the Serene brand and trademarks.

The heater you purchased from them was not purchased from Serene Industries Limited or intended to be sold in Australia.

Serene operates in many markets but we do not sell this model in Australia. The heater that you purchased may well not meet Australian electrical standards and could be dangerous to use.

As such the product that you purchased carries no Serene warranty.

I regret that Serene Industries Limited is unable to assist you and we suggest that you report the matter to the Australian regulator.

With regards,

Jeff Wong

Serene - International Customer Service – Hong Kong



The advertisement features a white towel rail in a bathroom setting with a window and a sink. The Serene Living logo is in the top left. A list of product categories is on the right, and the year and product name are at the bottom.

serene
living

- Towel Rails
- Space Heating
- Heating Panels
- Bathroom Heating
- Style & Home

2016
AUSTRALIAN
Heating Solutions

www.serene-australia.com

FRAUD 4. Declined warranty, Woodward claims the business never existed.

PRODUCT: Serene SLTR7SL heated towel rail
SUPPLIED BY: Serene Industries Ltd, January 2016
IMPORTED / SOLD BY: Serene Heating Australia P/L, October 2017
CUSTOMER: William Flynn, NSW

BACKGROUND

1. The customer purchased a Serene towel rail in 2017, with a 5 year warranty.
2. The unit stopped working in June 2020 and the customer filed a warranty claim with Serene Australia office.
3. The customer was quickly advised by Jeff Ong and Christopher Woodward in Hong Kong that Serene has never had a business and products in Australia prior to June 2020.
4. Further, they told the customer that this product could only be an illegal and dangerous counterfeit sourced from the “murky dark, grey net” that was not safety certified and was dangerous to use.
5. There was no warranty support available.

OUTCOME

6. The Serene Australia Directors ended up shipping to this customer a brand-new comparable towel rail (not Serene brand) and the old Serene rail was destroyed.
7. The customer intends reporting his story and Serene Industries Ltd / Woodward / Wong to Channel 9 and the ACCC.

CUSTOMER EMAIL COMMUNICATIONS and SERENE RESPONSE

*“I have a Serene heated towel rail that purchased 3 years ago in 2017 that has stopped working.”
“This one has a 5 year Warranty and I see that Serene now publish a 20 Year warranty on these rails.”*

“I have filed a claim with Serene Australian office and have I have since been exchanging emails with a Jeff Ong and Christopher Woodward based at Serene Industries in Hong Kong. They are the people behind the present push by Serene Industries into the Australian Market.”

*“Woodward has told me that Serene products have only been available to Australian buyers for 4 weeks. (June 2020)”
“He has advised me that the rail I bought through from SereneHeating.com.au can only be an illegal and dangerous product sourced from the “murky dark, grey net”.
“Further he advises that no Serene towel rail has been designed or made compliant or intended for Australia prior to just 4 weeks ago.”*

“However.....when I click on the original website link that purchased through 3 years ago I am taken straight to the Serene Industries website <https://www.serene-ind.com/> and invited to buy product in Australia online.”

“And as you can see from my PayPal receipt below, I paid PayPal and the merchant is Serene Heating Australia Pty Ltd via the same domain SereneHeating.com.au

“I did a bit of checking then asked Jeff Ong how it is possible that an imposter of Serene can:

1. Register a false Serene Heating Australia Pty Ltd as recorded by ASIC in Australia, that includes having Serene’s owner Christopher Woodward of Hong Kong registered as a shareholder?
2. Then go and get an ABN as well as an Australian bank account in the company name, to be able to open a PayPal account to be transact my purchase?
3. Then, the despatch note I was emailed came direct from Mainfreight warehouse in Epping VIC with the same Serene Australia company details on it.

“What Mr Ong and Woodward are suggesting to me is that whoever I originally purchased my heated rail from has managed to conspire with ASIC, ATO, an Australian Bank, Telstra, PayPal and Mainfreight. Then they have managed to get perfectly counterfeit Serene Industries products into the Mainfreight warehouse in Melbourne and ship from there.”

"I find all this incredibly hard to believe and this stretches Mr Woodward / Ong's story more than a little. I asked for their explanation but never got any reply from them."

"What a nightmare. I am of a mind to go to Current Affair on Channel 9"

"I can report that the new towel rail works fine. Thank you people for all your assistance, considering the difficulty that you people are having with Mr Woodward / Ong, you could have very easily just ignored my request for help".

"Now I am going to devote some effort to give Mr Woodward and Ong and Serene Industries a bit of attention - I'll definitely file a complaint to Consumer and ACCC for a start."

"From the very first reply from Jeff Ong I have had in the back of my mind.....that if in fact these claims by Woodward and Ong are true - that my sale was actually the work of an illegal network of Serene Industries imposters selling dangerous counterfeit Serene products – then it is wonder why after all these years that Mr Woodward or Mr Ong clearly have not filed their concerns with either ASIC, ACCC, Consumer, the product Safety Regulator or the Police?"

SUPPORTING INFORMATION

The invoice and shipping documents originating this precise item into Australia in early 2016, as well as the 2016 Serene Australia product catalogue.

Note that the commercial invoice confirms:

- (a) That Serene Australia purchased the product from and paid Serene Industries Ltd.
- (b) The product was shipped from Serene Industries direct to Australia
- (c) The compliance safety standard is the same as existing products sold in New Zealand.

(Some names not related and commercial particulars are withheld)



SERENE SERENE INTERNATIONAL DISTRIBUTION LIMITED
 1010, 10th Floor, Block A, Alexander Industrial Bldg,
 27 Wing Hong Street, Cheung Sha Wan, Kowloon HONG KONG
 TEL: 852-2325-3210 FAX: +852 2325 3166 E-MAIL: info@serene.com

COMMERCIAL INVOICE

TO: [REDACTED]
 FROM: [REDACTED]
 DATE: 2016-01-28

SERENE SERENE INTERNATIONAL DISTRIBUTION LIMITED
 1010, 10th Floor, Block A, Alexander Industrial Bldg,
 27 Wing Hong Street, Cheung Sha Wan, Kowloon HONG KONG
 TEL: 852-2325-3210 FAX: +852 2325 3166 E-MAIL: info@serene.com

WEIGHT/PACKING LIST

Date: 28 Jan 16
 Invoice No: 17003

FROM HONG KONG TO MELBOURNE, AUSTRALIA BY SEA

INVOICE NO.	ITEM NO.	Description	CTN Qty	Qty/Ctn	Total Qty	G.W./Kg	N.W./Kg	Measurement
17003	1	SERENE	60	60	60	160.00	120.00	28.700 M3
	2	SERENE	20	20	20	120.00	120.00	28.700 M3
	3	SERENE	20	20	20	120.00	120.00	28.700 M3
	4	SERENE	20	20	20	120.00	120.00	28.700 M3
	5	SERENE	20	20	20	120.00	120.00	28.700 M3
	6	SERENE	20	20	20	120.00	120.00	28.700 M3
	7	SERENE	20	20	20	120.00	120.00	28.700 M3
	8	SERENE	20	20	20	120.00	120.00	28.700 M3
	9	SERENE	20	20	20	120.00	120.00	28.700 M3
	10	SERENE	20	20	20	120.00	120.00	28.700 M3
	11	SERENE	20	20	20	120.00	120.00	28.700 M3
	12	SERENE	20	20	20	120.00	120.00	28.700 M3
	13	SERENE	20	20	20	120.00	120.00	28.700 M3
	14	SERENE	20	20	20	120.00	120.00	28.700 M3
	15	SERENE	20	20	20	120.00	120.00	28.700 M3
	16	SERENE	20	20	20	120.00	120.00	28.700 M3
	17	SERENE	20	20	20	120.00	120.00	28.700 M3
	18	SERENE	20	20	20	120.00	120.00	28.700 M3
	19	SERENE	20	20	20	120.00	120.00	28.700 M3
	20	SERENE	20	20	20	120.00	120.00	28.700 M3
	21	SERENE	20	20	20	120.00	120.00	28.700 M3
	22	SERENE	20	20	20	120.00	120.00	28.700 M3
	23	SERENE	20	20	20	120.00	120.00	28.700 M3
	24	SERENE	20	20	20	120.00	120.00	28.700 M3
	25	SERENE	20	20	20	120.00	120.00	28.700 M3
	26	SERENE	20	20	20	120.00	120.00	28.700 M3
	27	SERENE	20	20	20	120.00	120.00	28.700 M3
	28	SERENE	20	20	20	120.00	120.00	28.700 M3
	29	SERENE	20	20	20	120.00	120.00	28.700 M3
	30	SERENE	20	20	20	120.00	120.00	28.700 M3
	31	SERENE	20	20	20	120.00	120.00	28.700 M3
	32	SERENE	20	20	20	120.00	120.00	28.700 M3
	33	SERENE	20	20	20	120.00	120.00	28.700 M3
	34	SERENE	20	20	20	120.00	120.00	28.700 M3
	35	SERENE	20	20	20	120.00	120.00	28.700 M3
	36	SERENE	20	20	20	120.00	120.00	28.700 M3
	37	SERENE	20	20	20	120.00	120.00	28.700 M3
	38	SERENE	20	20	20	120.00	120.00	28.700 M3
	39	SERENE	20	20	20	120.00	120.00	28.700 M3
	40	SERENE	20	20	20	120.00	120.00	28.700 M3
	41	SERENE	20	20	20	120.00	120.00	28.700 M3
	42	SERENE	20	20	20	120.00	120.00	28.700 M3
	43	SERENE	20	20	20	120.00	120.00	28.700 M3
	44	SERENE	20	20	20	120.00	120.00	28.700 M3
	45	SERENE	20	20	20	120.00	120.00	28.700 M3
	46	SERENE	20	20	20	120.00	120.00	28.700 M3
	47	SERENE	20	20	20	120.00	120.00	28.700 M3
	48	SERENE	20	20	20	120.00	120.00	28.700 M3
	49	SERENE	20	20	20	120.00	120.00	28.700 M3
	50	SERENE	20	20	20	120.00	120.00	28.700 M3
	51	SERENE	20	20	20	120.00	120.00	28.700 M3
	52	SERENE	20	20	20	120.00	120.00	28.700 M3
	53	SERENE	20	20	20	120.00	120.00	28.700 M3
	54	SERENE	20	20	20	120.00	120.00	28.700 M3
	55	SERENE	20	20	20	120.00	120.00	28.700 M3
	56	SERENE	20	20	20	120.00	120.00	28.700 M3
	57	SERENE	20	20	20	120.00	120.00	28.700 M3
	58	SERENE	20	20	20	120.00	120.00	28.700 M3
	59	SERENE	20	20	20	120.00	120.00	28.700 M3
	60	SERENE	20	20	20	120.00	120.00	28.700 M3

(MULTIMODAL) BILL OF LADING
Mainfreight, Inc.
 (OTI LIC. # 021635)

SHIPPER/EXPORTER: [REDACTED]
 RDM 3311 HONG KONG PLAZA,
 188 CONNAUGHT ROAD, WEST HONG KONG

BOOKING NUMBER: 502131996
 DOCUMENT NUMBER: SZWEL2131996

EXPORT REFERENCES: S/O: MASTER BILL NO. :
 FORWARDING AGENT:

CONSIGNEE: [REDACTED]
 1/A - SERENE AUSTRALIA
 SUITE 201 / 175B STEPHEN STREET, YARRAVILLE,
 MELBOURNE VIC 3013

DELIVERY / DESTINATION AGENT: MAINFREIGHT INTERNATIONAL PTY LTD
 154 MELBOURNE DRIVE
 TULLAMARINE VIC 3043
 AUSTRALIA
 Phone: +61 3 9330 6000 / Fax: +61 3 9330 6995

NOTIFY PARTY: SAME AS CONSIGNEE
 PLACE OF DELIVERY / FINAL DESTINATION: MELBOURNE, AUSTRALIA

PLACE OF RECEIPT: YANTIAN, CHINA
 E RTING CARRIER: [REDACTED]
 VESSEL: CAP FRID / 5585

PORT OF LOADING: YANTIAN, CHINA
 PORT OF DISCHARGE: MELBOURNE, AUSTRALIA

COPY: ORIGINAL BILL REQUIRED AT DESTINATION

MARKS AND NUMBERS: SEE ATTACHED
 NO. OF PKGS: 468
 DESCRIPTION OF PACKAGE AND GOODS: 20GP CONTAINER (S/C - 468 PACKAGES)
 TOWEL RAIL
 GROSS WEIGHT: 1606.000 KG
 MEASUREMENTS: 28.700 M3

CONTAINER: POU0525273
 SEAL: CN3115027
 Type: 20GP
 weight(kg): 1606.000
 volume(M3): 28.700
 Packages: 468 PKG
 Mode: CY/CY

CONSOLE: C009E3649
 INCOTERM: FOB
 SHIPPED ON BOARD : [REDACTED]
 Shipper Load Count and sealed

APPLICABLE TERMS; LIMITATION OF LIABILITY: IT IS AGREED THE GOODS DECLARED HEREIN ARE ACCEPTED IN APPARENT EXTERNAL GOOD ORDER AND CONDITION FOR CARRIAGE (EXCEPT AS NOTED) STRICTLY SUBJECT TO THE TERMS OF CARRIAGE ON THE REVERSE HEREOF AND ALSO AVAILABLE AT HTTP://WWW.MAINFREIGHT.COM/FILES/Downloads/us/HBL-Reverse_October_2014.pdf WHICH THE SHIPPER WARRANTS IT HAS RECEIVED AND REVIEWED AND TO WHICH THE SHIPPER AGREES TO BE BOUND. CARRIER'S LIABILITY IS LIMITED IN ACCORDANCE WITH CLAUSE 9.1. THE SHIPPER MAY INCREASE CARRIER'S LIABILITY BY DECLARING A HIGHER VALUE FOR CARRIAGE AND PAYING A SUPPLEMENTAL CHARGE, AS SET FORTH AT CLAUSE 9.5. THIS BILL OF LADING IS NON-NEGOTIABLE UNLESS CONSIGNED "TO ORDER." THE PARTICULARS OF THE GOODS AS STATED BY THE SHIPPER AND THE WEIGHT, MEASURE, QUANTITY, CONDITION, CONTENTS AND VALUE OF THE GOODS ARE UNKNOWN TO THE CARRIER.

DECLARED VALUE: US\$ [REDACTED] AND (No value declared) PER PACKAGE / KILOGRAM / OR ENTIRE SHIPMENT (Circle one)

IN WITNESS WHEREOF THREE (3) original bills of Lading have been signed, not otherwise stated above, one of which being accomplished the others shall be void.

ISSUED AT SHENZHEN, CHINA, ON 28-Jan-2016 (DATE)
 BY: MAINFREIGHT INTERNATIONAL LOGISTICS (SHANGHAI) COMPANY, LIMITED, SHANGHAI BRANCH FOR AND ON BEHALF OF MAINFREIGHT, INC.

FRAUD 5. Product fire, customer reports product to the Choice Consumer advocacy - Woodward claims the business never existed.

PRODUCT: Serene S2088 bathroom fan heater
SUPPLIED BY: Serene Industries Ltd, January 2016
IMPORTED BY: Serene Heating Australia P/L, December 2016
RESELLER: Heatco Australia, Melbourne VIC, April 2019
CUSTOMER: Eric Forbes, NSW

BACKGROUND

1. The Directors of Heatco Australia P/L were first contacted in August 2020 by an investigative journalist representing Choice Consumer Advocacy Australia.
2. Choice were seeking comment from Heatco regards a statement provided by Christopher Woodward of Serene Industries Ltd. This statement was in response to Choice's inquiry over this customer complaint made over their Serene heater that caught fire.
3. Despite Heatco Australia originally offering the customer a replacement heater, no warranty claim was ever made.

CHOICE Consumer Advocacy Australia;

"I'm an investigative journalist writing an article for CHOICE after speaking to a couple who bought a Serene heater in April last year that caught fire recently."

"It's a wall-mounted bathroom fan heater that is switched on and off via a pull cord. When they pulled the cord to switch the heater on, there was a big spark and smoke."

"They had to shut it down using the isolation switch at the switchboard. When an electrician uninstalled the heater, there were scorch marks under the cover."

"It was a Serene bathroom fan heater, model S2088."

"I got in touch with Christopher Woodward, Managing Director of Serene Industries, about this story too. He had the following to say, if you'd like the opportunity to respond:"

Christopher Woodward's statement to CHOICE verbatim:

"Serene Industries Limited has only commenced business in Australia in the last six weeks (June 2020). The heater model you are describing was sold prior to that, in April - it was not manufactured for the Australian market."

"The product in question was sold by a business called "HeatCo" - Serene Industries Limited has no connection with HeatCo - Serene Industries Limited did not supply this product to HeatCo, and has never supplied any product to HeatCo."

"Our investigations have established that HeatCo is an internet trader which purchased products from outside Australia that are not designed or registered for the Australian market, then imported them into Australia and unlawfully resold them in Australia."

"As the product has been imported by HeatCo into Australia from elsewhere, was not manufactured for the Australian market and was unlawfully sold by HeatCo in Australia it does not carry a Serene warranty."

"The Serene model S2088 heater is one of the safest heaters on the market. In countries where it is lawfully sold (which did not include Australia until we began operations in your country 6 weeks ago and commenced lawfully selling heaters which are designed for the Australian market), the official product carries our 10 year full replacement warranty. We have no known issues with this product in any market where it is lawfully offered and it fully complies with all electrical regulations."

"Please note that we are in the process of taking legal action against HeatCo and its owner in both Australia and New Zealand on issues connected with the illegal sale of our products, use of Serene IP and infringement of copyright among other issues."

"We responded to Choice alright.....we sent Choice enough proof on Serene's prior history in Australia back to 2014 – enough to fill a room. – that poor journalist wouldn't have known what hit them."

From: Saimi Jeong <sjeong@choice.com.au>
Sent: Tuesday, 4 August 2020 5:26 pm
To: HeatCo Australia | Customer Support
Subject: Re: Article about heater failure - fire danger

Hi Justin,

Thanks for your prompt response.

I got in touch with Christopher Woodward, Managing Director of Serene Industries, about this story too. He had the following to say, if you'd like the opportunity to respond:

"Serene Industries Limited has only commenced business in Australia in the last six weeks. The model you are describing was sold prior to that, in April. It was not manufactured for the Australian market. The product in question was sold by a business called "HeatCo". Serene Industries Limited has no connection with HeatCo. Serene Industries Limited did not supply this product to HeatCo, and has never supplied any product to HeatCo. Our investigations have established that HeatCo is an internet trader which purchased products from outside Australia that are not designed or registered for the Australian market, then imported them into Australia and unlawfully resold them in Australia."

"As the product has been imported by HeatCo into Australia from elsewhere, was not manufactured for the Australian market and was unlawfully sold by HeatCo in Australia it does not carry a Serene warranty."

"The Serene model S2088 heater is one of the safest heaters on the market. In countries where it is lawfully sold (which did not include Australia until we began operations in your country 6 weeks ago and commenced lawfully selling heaters which are designed for the Australian market) the official product carries our 10 year full replacement warranty. The failure rate of the S2088 heater even with its long warranty is less than 1.3 percent against an industry average of over 5% for fan heaters. We have no known issues with this product in any market where it is lawfully offered and it fully complies with all electrical regulations.

"Please note that we are in the process of taking legal action against HeatCo and its owner in both Australia and New Zealand on issues connected with the illegal sale of our products, use of our IP and infringement of copyright among other issues."

Regards,
Saimi

What clearly illustrates Woodward's unhinged state of mind:

"Woodward recommended to this customer (plus others) that they should report their illegal Serene product to the Government Safety Regulators" ...so the customers have done exactly that, including this one to Choice Consumer advocacy.

"Then Woodward instructs his legal counsel in New Zealand to swiftly issue legal proceedings against the Serene Australia Directors that he claims:

- (1) Have been purporting to be an authorised Serene products distributor in Australia including the illegal use of Serene IP and Trademarks.*
- (2) Have been selling counterfeit Serene products that were never even intended for, or made compliant for Australia.*
- (3) Defamation as a result of the Directors making these numerous false statements to these investigative parties."*

"However what is absolutely bewildering to these Regulatory parties including Choice Consumer is the realisation that;

> The overwhelming mountain of Woodward's / Serene Industries prior history in Australia copied to them – that goes way back to 2014.

> Per 3. any investigation that has been initiated with an investigative third party - was by the customer, not Serene Australia or Heatco, all at the recommendation of Christopher Woodward himself."

SUPPORTING INFORMATION

- 1. Heatco trade agreement to sell Serene products under Serene Australia + the Serene Australia 2016 season product catalogue.
- 2. The actual Serene Industries shipping information that originated this precise item into Australia back in 2015/2016.
- 3. Also included is the Serene compliance certification published online confirming it has always been designed for and met Australian safety standards (The certification is even issued in Australia, by Australians for Australia)

(Some names not related and commercial particulars are withheld)





SERENE EXCLUSIVE
AUSTRALIA PRODUCT LICENSING AGREEMENT

(Australia Pty Ltd licensee
and
of Distribution Limited arrangement)



SERENE AUSTRALIA

EXCLUSIVE AGENCY AGREEMENT
FOR ONLINE / ECOMMERCE IN AUSTRALIA

A handwritten signature in blue ink, appearing to be "W. J. ...".
13/1/2018

SERENE HEATING AUSTRALIA PTY LTD. ABN 11 005 769 197
(The Serene Australia, Australia Licensee to Serene Industries Ltd. of Hong Kong and New Zealand)

and

HEATCO AUSTRALIA PTY LTD. ABN 16 613 418 518

Jan 2017 Rev 2

SERENE HEATING AUSTRALIA_AGENCY AGREEMENT - Heated Australia Pty Ltd

Page 1 of 3



SERENE INTERNATIONAL DISTRIBUTION LIMITED

1010, 10th Floor, Block A, Alexander Industrial Bldg,
27 Wing Hong Street, Cheung Sha Wan, Kowloon HONG KONG
TEL: 852-2325 3210 FAX: +852 2325 3166 E-MAIL: info@serene.com

WEIGHT/PACKING LIST

Inv. No.: 17002-R1 / 17004

Date: 27-Dec-15

T/A SERENE AUSTRALIA
Suite 201 / 175B Stephen Street, Yarraville
Melbourne VIC 3013

FROM YANTIAN, CHINA TO MELBOURNE, AUSTRALIA BY SEA

Table with 9 columns: INVOICE NO., ITEM NO., Description, Quantity (CTNS, CTN, Qty, S.W. Total, G.W. Total, Measurement CBM)

BILL OF LADING COPY DRAFT BILL. Includes shipper, consignee, notify party, and cargo details sections.



FRAUD 6. Declined warranty, Woodward claims the business never existed.

PRODUCT: 2x Serene S2088 bathroom fan heaters, both failed
SUPPLIED BY: Serene Industries Ltd, January 2016
IMPORTED BY: Serene Heating Australia P/L, December 2016
RESELLER: Heatco Australia, Melbourne VIC, mid-2018
CUSTOMER: Debbie Ferrie, NSW

BACKGROUND

1. The customer purchased 2x Serene bathroom fan heaters with a 10 year warranty in 2019. This stopped working months later in 2019.
2. Both were replaced FOC by Heatco Australia under warranty products ex NZ and the originals returned to Serene New Zealand for a full credit.
3. These replacements failed again in June 2021.
4. The customer filed a warranty claim with Serene Australia and were quickly advised by Jeff Ong (Wong) that this product was never intended for Australia, compliant for Australia, sold in Australia and was likely imported illegally via the grey market and likely did not meet compliance.

OUTCOME

5. Heatco Australia are now referring all Serene warranty claims directly to Serene Industries Ltd, because the safety compliances published by Serene/Woodward have been alerted as 3 years expired and are illegal.
6. The independent legal and technical advice provided to the Director of Serene Australia / Heatco Australia recommends that;
 - (a) Cease immediately having anything whatsoever to do with Serene products – they should cease being sold anywhere in the world.
 - (b) Cease immediately providing any ongoing replacements and support, even products supplied FOC under warranty - this includes any consequence of riding roughshod over any obligations under Australian consumer law.

CUSTOMER EMAIL COMMUNICATIONS and SERENE RESPONSE

"I emailed Serene office in Australia regards making a second warranty claim, and have received the reply below. Do I have the wrong company?"

Thank you for your email.

Unfortunately we cannot assist you as this heater was not purchased from Serene Industries as we did not offer this heater in Australia, nor have we ever exported this model to Australia.

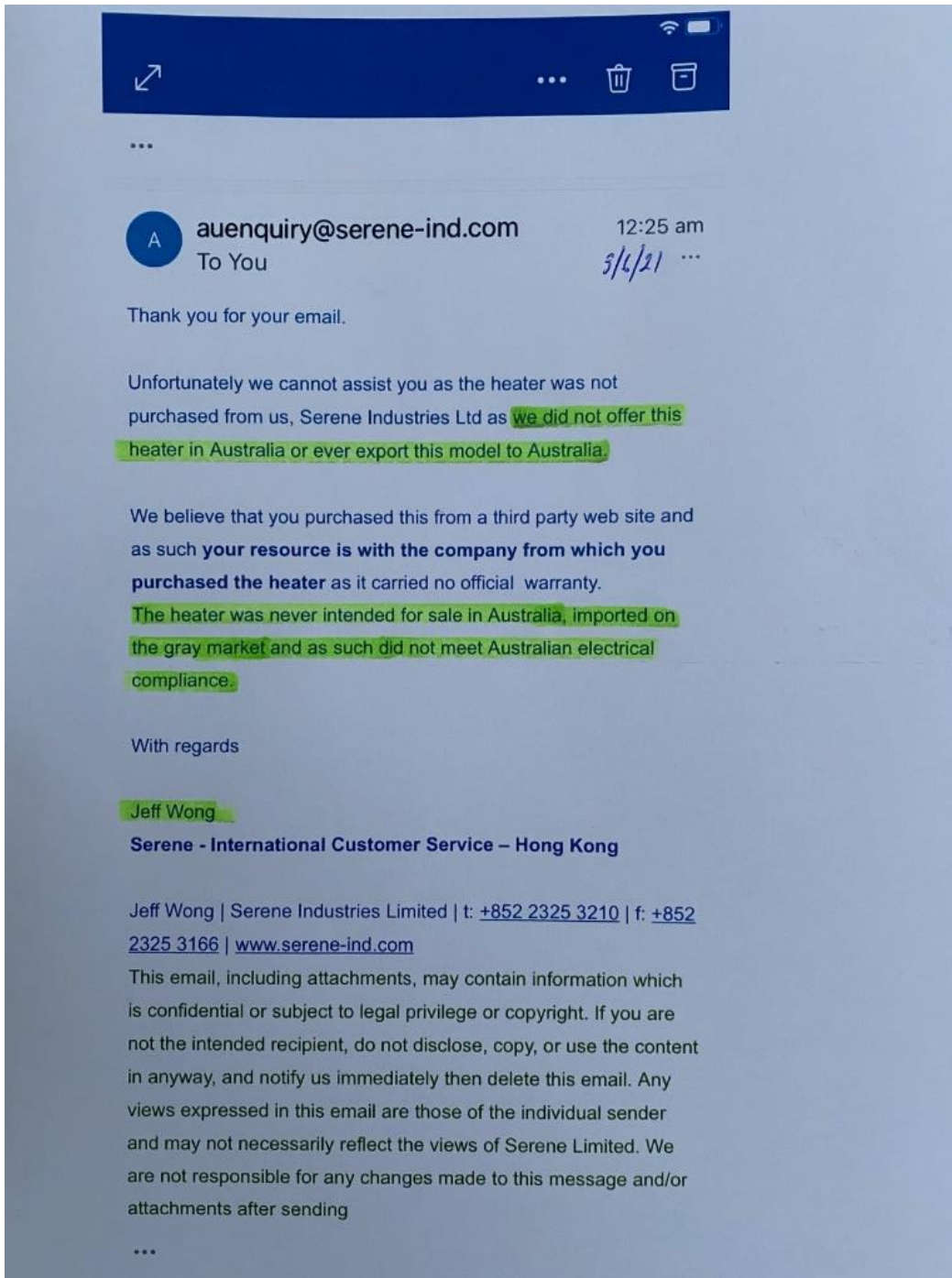
We believe that you purchased this from a third-party and as such you should contact this company from which you purchased the heater as we offer no official warranty.

This model heater was never intended for sale in Australia, it was imported to Australia on the grey market and as such did not meet Australian electrical compliance.

With regards

Jeff Wong


Serene - International Customer Service – Hong Kong



SUPPORTING INFORMATION

1. Serene Industries shipping docs that originated this precise item into Australia in back in 2015/2016
2. Serene compliance certification published online confirming that it has always been designed for and met Australian safety standards, notwithstanding that this certification has since expired. (The certification is even issued in Australia, by Australians for Australia)
3. The 2016 Serene Australia product catalogue supplied by Woodward.

(Some names not related and commercial particulars are withheld)



SERENE INTERNATIONAL DISTRIBUTION LIMITED
1010, 10th Floor, Block A, Alexander Industrial Bldg,
27 Wing Hong Street, Cheung Sha Wan, Kowloon HONG KONG
TEL: 852-2325 3210 FAX: +852 2325 3166 E-MAIL: info@serene.com

WEIGHT/PACKING LIST

Date: **27-Dec-15**

Inv No.: 17002-R1 / 17004
T/A SERENE AUSTRALIA
Suite 201 / 175B Stephen Street, Yarraville
Melbourne VIC 3013

FROM YANTIAN, CHINA TO MELBOURNE, AUSTRALIA BY SEA

INVOICE NO.	ITEM NO	Description	Quantity	Quantity	Qty	N.W.	G.W.	Measurement
			CTNS	/CTN	SET	Total	Total	CBM
17002-R1		Wall Mounted Panel Heater						
	S2025	2000 Watts	150	1	150	1009.5	1159.5	7.020
	S2024	1000 Watts	150	1	150	510	660	4.087
		Wall Mounted Fan Heater						
	S2066	Stainless Steel	34	6	204	503.2	520.2	2.874
		Portable Fan Heater						
S2067	Portable Fan Heater	8	6	48	120.8	124.8	0.678	
	Wall Mounted Space Heater							
S2055	White	100	2	2	5.6	6.1	0.040	
			100	1	100	477.5	577.5	3.267
17004		Wall Mounted Fan Heater						
	S2088SS	Stainless Steel	50	4	200	650	714.5	3.243
		Anthracite	12	4	48	135.41	170.44	0.778
Total			505			3412.01	3933.04	21.99

BILL OF LADING (NOT NEGOTIABLE UNLESS CONFIRMED TO ORDER)

Shipper: [Redacted] Bill of Lading No.: 07WEL2105777 Export Entry No.: 3/0/1
70-DONGSHAN CTTY., GUANGDONG, P.R., CHINA.

COPY DRAFT BILL
ORIGINAL BILL REQUIRED AT DESTINATION

MANFREIGHT

Notify Party (No. items shall attach for letters to notify):
SERENE INDUSTRIES LIMITED
154 WATERLOO ROAD
LIVELY TOWN, NEW ZEALAND

Place of Receipt: YANTIAN, CHINA
Place of Delivery: MELBOURNE, AUSTRALIA

Mark #	Quantity	Description of Goods	Gross Weight	Cube Measure
07WEL	3933.040	3933.040 KG	21.990	M3

Details of Cargo as declared by Shipper:

ITEM 1: 2000 WATTS WALL MOUNTED PANEL HEATER
ITEM 2: 1000 WATTS WALL MOUNTED PANEL HEATER
ITEM 3: 2000 WATTS WALL MOUNTED PANEL HEATER
ITEM 4: 1000 WATTS WALL MOUNTED PANEL HEATER
ITEM 5: 2000 WATTS WALL MOUNTED PANEL HEATER
ITEM 6: 1000 WATTS WALL MOUNTED PANEL HEATER
ITEM 7: 2000 WATTS WALL MOUNTED PANEL HEATER
ITEM 8: 1000 WATTS WALL MOUNTED PANEL HEATER
ITEM 9: 2000 WATTS WALL MOUNTED PANEL HEATER
ITEM 10: 1000 WATTS WALL MOUNTED PANEL HEATER

SHIPPER'S DECLARATION: The Shipper's attention is called to the fact that the Goods are being shipped by sea and are subject to the provisions of the Bill of Lading and the conditions of the Charterparty, in so far as they apply to the Goods.

RECEIVED BY: The Carrier the Goods in specified above as apparent good order and condition unless otherwise stated, to be transported to such place as specified, unloaded or reloaded and subject to all the terms and conditions appearing on the front and reverse of the Bill of Lading or which the Block may agree by accepting the Bill of Lading, any and all printed or written conditions.

The particulars given above as to the Goods are those as shown on the Bill of Lading and are subject to the Bill of Lading and the conditions of the Charterparty, in so far as they apply to the Goods.

For and in behalf of:
MANFREIGHT INTERNATIONAL PTY LTD
154 WATERLOO ROAD
LIVELY TOWN, NEW ZEALAND

Place of Receipt: YANTIAN, CHINA
Place of Delivery: MELBOURNE, AUSTRALIA
Signature as Carrier: [Redacted]

SAA APPROVALS

Certificate of Approval

Certificate No.: SAA122238A
Date of Issue: 6 December 2012

Certificate Holder: Serene LTD
Room 1010-10/F, 10 Wing Hong Street,
Cheung Sha Wan,
Kowloon
Hong Kong

Class Description: Fan Heater
Product Description: Wall Mounted Fan Heater
Brand Name: Serene LTD
Model No.: S2025
Marking: SAA122238A
Standards: AS/NZS 4039.2:2009 Class 1 (P2)

Approved Mark: SAA122238A or TCR
Date First Registered: 6 December 2012
Date of Expiry: 6 December 2017

AS/NZS CERTIFIED

FRAUD 7. Declined warranty, Woodward claims the business never existed.

PRODUCT: Serene S2066 + S2088 bathroom fan heaters (both failed)
SUPPLIED BY: Serene Industries Ltd, January 2016
IMPORTED BY: Serene Heating Australia P/L, December 2016
RESELLER: Heatco Australia, Melbourne VIC, June 2018
CUSTOMER: Michael Burgess, NSW

BACKGROUND

1. The customer purchased a Serene S2066 fan heater with a 2 year warranty in 2018.
2. This stopped working in 2019 and was replaced FOC by Heatco under warranty with a better S2088 model carrying a 10 year warranty.
3. This S2088 replacement failed in June 2021.
4. The customer filed a warranty claim with Serene Australia and they were quickly advised there is no support because Heatco was never authorised to sell Serene products in Australia, and that neither heater models were made compliant for Australia or sold in Australia and these were likely imported illegally via the grey net

OUTCOME

5. Per Fraud 5. - Heatco Australia are now referring all Serene warranty claims directly to Serene Industries Ltd, because the safety compliances published by Serene/Woodward have been alerted as 3 years expired and are illegal.

CUSTOMER EMAIL COMMUNICATIONS and SERENE RESPONSE

"I emailed Serene Australia regards this heater and they tell me:

"There is no warranty support because Heatco were never authorised to sell Serene products in Australia and that these products were never made for or compliant for Australia, and were likely imported via the illegal grey net.

"Do you have anything you could send me to show otherwise?"

"I find this hard to be believe as Heatco has already provided me with free replacement once already, and I see on the Serene website that the original heater model is offered by Serene online in Australia."

"Therefore irrespective of any differences between Serene and Heatco about online sales – by all accounts Serene should be honouring the warranty."

I see, thanks for all this supporting info. I will be reporting Serene Industries Ltd to the ACCC.

SUPPORTING INFORMATION

1. The Serene Industries shipping docs that originated this precise item into Australia in back in 2015/2016.
2. Also included is the original Serene compliance certification published online confirming that it has always been designed for and met Australian safety standards, notwithstanding that this certification has since expired.
(The certification is even issued in Australia, by Australians for Australia)

(Some names not related and commercial particulars are withheld)

serene
LIVING

- Towel Rails
- Space Heating
- Heating Panels
- Bathroom Heating
- Style & Home

2016
AUSTRALIAN
Heating Solutions

www.serene-australia.com

serene
LIVING

**SOLUTIONS
MORE THAN JUST
PRODUCTS...**

Our mission is to set a new and higher standard of quality, function and design for home and business heating that fully realises the modern ideal of an easy time-saving and environmentally aware lifestyle.

This is the very essence of Serene Living and our team's commitment since 1967 in producing efficient and reliable heating and home products of superior quality.

Every Serene product is engineered to last and can be depended on to deliver efficient warmth and comfort to your home or business for many years.

More than just products.

Christopher Woodward

Christopher Woodward
Managing Director, Serene Industries Limited

serene SERENE INTERNATIONAL DISTRIBUTION LIMITED
 1010, 10th Floor, Block A, Alexander Industrial Bldg,
 27 Wing Hong Street, Cheung Sha Wan, Kowloon HONG KONG
 TEL: 852-2325 3210 FAX: 852-2325 3166 E-MAIL: info@serene.com

COMMERCIAL INVOICE

TO: [REDACTED] Invoice Number: 17014
 Level 1, 252 Fernside St, Brisbane
 QLD 4001, Australia DATE: 17/12/2012

PO NO.	MODEL	DESCRIPTION	QTY	UNIT PRICE	AMOUNT
		SERENE HEATERS			
	S2088W	Wall Mounted Fan Heater	22		
	S2088S	Stainless Steel	4		
		WPC			
ITEM MARKING:		STAINLESS HEATER AS PER EXISTING NEW ZEALAND STOCK			
PACKAGING:		PAPER 1400MM COLOR GIFT BOX			
BATTERY POWER:		210-240V, 50Hz			
WARRANTY:		2 YEARS			
CONTRACT NO.:		2012-11-10			
CONTRACT DATE:		10/11/2012			
CONTRACT VALUE:		2200.00			
CONTRACT TYPE:		RETAIL			

serene SERENE INTERNATIONAL DISTRIBUTION LIMITED
 1010, 10th Floor, Block A, Alexander Industrial Bldg,
 62 King Lam Street, Cheung Sha Wan, Kowloon HONG KONG
 TEL: 852-2325 3210 FAX: 852 2325 3166 E-MAIL: info@serene.com

WEIGHT/PACKING LIST

DATE: 23-Nov-12
 INVOICE NO.: 17014
 T/A SERENE AUSTRALIA
 Suite 201 / 170-B Stephen Street, Yarraville
 Melbourne VIC 3003

FROM Zhongshan, China TO MELBOURNE, AUSTRALIA BY SEA

INVOICE NO.	ITEM NO.	Description	Number of Ctn Qty	Qty/Ctn	Total Qty	N.W. (Kgs) Total	G.W. (Kgs) Total	Measurement CBM
17014	S2088W	WHITE Serene Bathroom Heater	22	4	88	146.64	185.00	0.850
	S2088S	STAINLESS STEEL	4	4	16	146.64	185.00	0.850
Total			26		104	293.28	370.00	1.700

PAYMENT TERMS: [REDACTED]
 BANK INFORMATION: [REDACTED]
 SERENE INTERNATIONAL DISTRIBUTION LIMITED

GENERATED BY: [REDACTED]
 AUTHORIZED SIGNATURE: [REDACTED]



Certificate of Approval

Certificate No.: SAA12223EA
 Date of Issue: 6 December 2012

Certificate Holder: Serene LTD
 Room 1508-09 15/F, 9 Wing Hong Street,
 Cheung Sha Wan,
 Kowloon
 Hong Kong

Class Description: Room Heater
 Product Description: Wall Mounted Fan Heater
 Brand Name: Serene LTD
 Model No.: S2088
 Markings: 220-240V 50/60Hz 2000-2400W Class I IP21
 Standard: AS/NZS 60335.2.30:2009 Inc A1
 Conditions: Nil

Approval Mark: SAA12223EA or RCM

Date First Registered: 6 December 2012
 Date of Expiry: 6 December 2017

For and on Behalf of
 SAA Approvals Pty Ltd

SAA Approvals Pty Ltd Electrical Product Safety Certification Scheme is accredited by JAS-ANZ under ISO/IEC Guide 66 certifies that the electrical product described on this certificate complies with the minimum electrical safety requirements for which the application has been made.



For SAA Certificate Details and to verify this Certificate go to:
 www.saaapprovals.com.au www.jas-anz.org/register

12223EA

FRAUD 8. Declined warranty, Woodward claims the business never existed.

PRODUCT: Serene S2025 wall panel heater
SUPPLIED BY: Serene Industries Ltd, December 2015
IMPORTED BY: Serene Heating Australia P/L, May 2016
RESELLER: AWM Electrical Wholesaler VIC, August 2016

BACKGROUND

1. AWM purchased a Serene S2025 panel heater in mid 2016.
2. Serene publish a standard 10 year warranty.
3. The heater failed in July 2020 and AWM filed a warranty claim with Serene Industries Australia office.
4. Serene Industries have declined the warranty claim citing the product was never even intended for, made compliant or released in Australia.

OUTCOME

5. This customer is left high and dry with no product support by Serene Industries.

CUSTOMER EMAIL COMMUNICATIONS and SERENE RESPONSE

*Hi Guys,
We sold one of your S2025 heaters back on the 8th November 2018. It's now been returned faulty could you please advise your warranty procedure for return/replacement.
Our original PO number was 355-140869-0 back on the 9th August 2016.
Cheers Mark
Manager, AWM*

*Dear Mark,
We (Serene Industries Limited) did not operate in or ever offer this model heater into Australia*.
It must have come from a third party source who purchased the product from outside of Australia from an electrical wholesaler in, Europe or the UK.
For warranty your recourse is to whoever supplied the heater to you.
* From June 2020 the total Serene range is available throughout Australian directly from Serene Industries Limited - www.serene-ind.com*

*I am sorry that I cannot assist re the warranty as we don't know the history of the product.
With regards
Jeff Wong
Serene - International Customer Service – Hong Kong*

From: auenquiry@serene-ind.com <auenquiry@serene-ind.com>
Sent: Monday, 27 July 2020 2:06 PM
To: Mark Blake <mark.blake@mmem.com.au>
Subject: RE: Faulty Product S2025

Dear Mark

We (Serene Industries Limited) did not operate in or ever offer this model heater into Australia*

It must have come from a third party source who purchased the product from outside of Australia from an electrical wholesaler in Europe or the UK

For warranty your recourse is to whoever supplied the heater to you.

* From June 2020 the total Serene range is available throughout Australian directly from Serene Industries Limited - www.serene-ind.com

I am sorry that I cannot assist re the warranty as we don't know the history of the product.

With regards

Jeff Wong

Serene - International Customer Service – Hong Kong

Jeff Wong | Serene Industries Limited | t: +852 2325 3210 | f: +852 2325 3166 | www.serene-ind.com

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From: Mark Blake <mark.blake@mmem.com.au>
Sent: 27 July 2020 11:03
To: AUenquiry@serene-ind.com
Subject: Faulty Product S2025

Hi Guys,

We sold one of your S2025 heaters back on the 8th November 2018. Its now been returned faulty could you please advise your warranty procedure for return/replacement.

Our original PO number was 355-140869-0 back on the 9th August 2016. Cheers

Mark Blake
Manager
AWM Electrical & Data Supplies



The advertisement features a background image of a bathroom with a white sink and a window with a view of lush greenery. A white towel rail is positioned in the foreground. The 'serene LIVING' logo is in the top left. A list of product categories is on the right, and the text '2016 AUSTRALIAN Heating Solutions' is at the bottom. The website 'www.serene-australia.com' is at the bottom right.

serene
LIVING

- Towel Rails
- Space Heating
- Heating Panels
- Bathroom Heating
- Style & Home

2016
AUSTRALIAN
Heating Solutions

www.serene-australia.com

SUPPORTING INFORMATION

1. The Serene Industries shipping information that originated this precise item into Australia in back in 2015/2016.
2. Serene compliance certification published online confirming it has always been designed for and met Australian safety standards (The certification is even issued in Australia, by Australians for Australia)

(Some names not related and commercial particulars are withheld)



SERENE INTERNATIONAL DISTRIBUTION LIMITED
 1010, 10th Floor, Block A, Alexander Industrial Bldg,
 27 Wing Hong Street, Cheung Sha Wan, Kowloon HONG KONG
 TEL: 852-2325 3210 FAX: +852 2325 3166 E-MAIL: info@serene.com

WEIGHT/PACKING LIST

Inv. No.: 17002-R1 / 17004


Date: 29-Dec-15

T/A **SERENE AUSTRALIA**
 Suite 201 / 175B Stephen Street, Yarraville
 Melbourne VIC 3013

FROM YANTIAN, CHINA TO MELBOURNE, AUSTRALIA BY SEA

INVOICE NO.	ITEM NO	Description	Quantity			N.W.		G.W.		Measurement
			CTNS	CTN	SET	Total	Total	Total	CBM	
17002-R1		Wall Mounted Panel Heater								
	S2025	2000 Watts	150	1	150	1009.5	1159.5	7.020		
	S2024	1000 Watts	150	1	150	510	660	4.087		
		Wall Mounted Fan Heater								
	S2066	Stainless Steel	34	6	204	503.2	520.2	2.874		
		Portable Fan Heater								
S2067	Portable Fan Heater	9	8 ctn @ 6 1 ctn @ 2	50	126.4	130.9	0.718			
	Wall Mounted Space Heater									
S2055	White	100	1	100	477.5	577.5	3.267			
17004		Wall Mounted Fan Heater								
	S2088SS	Stainless Steel	50	4	200	650	714.5	3.243		
		Anthracite	12	4	48	135.4	170.44	0.778		
Total				505		3412.01	3933.04	21.99		

BILL OF LADING NOT NEGOTIABLE UNLESS CONSIGNED TO ORDER

Shipper JIANGSU CITY, GUANGDONG, P.R. CHINA	Bill of Lading No. 629L220727	Export Entry No. 5/0
COPY DRAFT BILL ORIGINAL BILL REQUIRED AT DESTINATION 		
Notify Party (to whom bills shall be sent to advise) SERENE INDUSTRIES LIMITED 1010 ALEXANDER INDUSTRIAL BLDG CHEUNG SHA WAN, KOWLOON, HONG KONG		
Place of Receipt YANTIAN, CHINA		
Place of Delivery MELBOURNE, AUSTRALIA		
Details of Cargo as Declared by Shipper		
Mark & Number SERENE	No. of Pkgs. 1 x 200' CONTAINER (SEE 505 COPIES) 150 PCKS OF PANEL HEATER 2000WATT 150 PCKS OF PANEL HEATER 1000WATT MODEL NO.: S2024 200PCS OF BATHROOM HEATER - STAINLESS STEEL MODEL NO.: S2066 200PCS OF METAL FAN HEATER (HIGH PERFORMANCE) STAINLESS STEEL MODEL NO.: S2088A 50PCS OF WALL MOUNTED FAN HEATER ANTHRACITE (GREY)	Gross Weight 2933.040 KG
Container No. / Seal No. 4455776607 / 33891182	Type / Description 20GP 21.990 CBM	Packages / Mode 505 / C/Y/C
Remarks: 1. The Merchant's attention is called to the fact that the Bill of Lading is subject to the Charter Party and its conditions, which are available for inspection at the office of the Charterer. 2. The Bill of Lading is subject to the Charter Party and its conditions, which are available for inspection at the office of the Charterer.		
Remarks: 1. The Merchant's attention is called to the fact that the Bill of Lading is subject to the Charter Party and its conditions, which are available for inspection at the office of the Charterer. 2. The Bill of Lading is subject to the Charter Party and its conditions, which are available for inspection at the office of the Charterer.		
Place of Receipt YANTIAN, CHINA	Place of Delivery MELBOURNE, AUSTRALIA	Date and Date of Issue GUANGZHOU, CHINA

global-mark® Certificate of Conformity

Global-Mark Pty Ltd, certifies the electrical equipment described hereunder complies with applicable listed standards and conforms to the certificate holder's obligations under the Australian Standard AS/NZS 3820:2015. It is the responsibility of the certificate holder to ensure that the equipment is used in accordance with the applicable standards and that the certificate holder is not liable for any damage or injury resulting from the use of the equipment.

Certificate No: **11002/2015**
 Certificate Issue Date: **11/02/2015**
 Certificate Valid Until: **11/02/2018**

Certificate Holder: **SERENE INDUSTRIES LIMITED**
 1010 ALEXANDER INDUSTRIAL BLDG 10/F CHEUNG SHA WAN KOWLOON HONG KONG

Certificate Category: **11002/2015** including AS - 2 Standard and similar electrical appliances - Safety - Electrical Safety Products

Certificate Manager: **Global-Mark Pty Ltd**
 11002/2015

Certificate Valid Until: **11/02/2018**
 Certificate Issue Date: **11/02/2015**

Certificate Holder: **SERENE INDUSTRIES LIMITED**
 1010 ALEXANDER INDUSTRIAL BLDG 10/F CHEUNG SHA WAN KOWLOON HONG KONG

Certificate Category: **11002/2015** including AS - 2 Standard and similar electrical appliances - Safety - Electrical Safety Products

Certificate Manager: **Global-Mark Pty Ltd**
 11002/2015

Certificate Valid Until: **11/02/2018**
 Certificate Issue Date: **11/02/2015**

FRAUD 9. Declined warranty, Woodward claims the business never existed.

PRODUCT: Serene S2088 bathroom fan heater
SUPPLIED BY: Serene Industries Ltd, 2016
IMPORTED BY: Serene Heating Australia P/L, December 2016
RESELLER: Heatco Australia, Melbourne VIC, August 2018
CUSTOMER: Warren Poland, NSW

BACKGROUND

1. Customer purchased a Serene S2088 fan heater in mid 2018, with a 10 year warranty.
2. This unit failed shortly after installation and it was replaced by Heatco via stock out of Serene New Zealand, the old one was returned for full refund.
3. The 2nd replacement heater failed in Sept 2021 and the customer filed a warranty claim with Serene Industries Australia office.
4. Serene Industries have since declined the claim citing the product was never intended for, made compliant or released in Australia.

OUTCOME

5. This customer is left high and dry with no support by Serene Industries.
6. Per Fraud 5, the directors of Serene Australia have received legal advice not to be involved at all with anything at all Serene Industries, including continuing to supply replacement product FOC, because of the expired compliances and dangerous safety record.

CUSTOMER EMAIL COMMUNICATIONS and SERENE RESPONSE

*This is the reply we got from Serene main office, I thought was interesting;
A mate of mine bought a heater the exact same as mine five years early but it is a SKOPE brand and is still working.
What is going on at Serene?*

*Thanks anyway for all your time spent on this, in lieu of Serene / Jeff Wongs position with us your help is greatly appreciated, but I can see what they are trying to do.
We will source another product to replace this, **we would never buy another Serene heater.***

Regards Warren

*Thank you for your email.
We are Serene Industries Limited we did not begin to operate **in Australia until 2020.**
The heater that you purchased was **not designed for or sold by us to or for the Australian market.***

It was imported on the 'grey' market by a third party and sourced from outside Australia.

*Your recourse is with the company from which you purchased the product as **it carried no official Serene warranty.**
I regret that we cannot assist you.*

*With best regards
Jeff Wong
Serene - International Customer Service – Hong Kong*

Jeff Wong | Serene Industries Limited | t: +852 2325 3210 | f: +852 2325 3166 | www.serene-ind.com

From: info@serene-ind.com
Date: 30 September 2021 at 7:46:30 pm AEST
To: [redacted]@bigpond.com.au
Subject: RE: Faulty heater

Thank you for your email.
We are Serene Industries Limited we did not begin to operate in Australia until 2020.
The heater that you purchased was not designed for or sold by us to or for the Australian market.

It was imported on the 'grey' market by a third party and sourced from outside Australia.

Your recourse is with the company from which you purchased the product as it carried no official Serene warranty.

I regret that we cannot assist you.

With best regards

Jeff Wong
Serene - International Customer Service – Hong Kong

Jeff Wong | Serene Industries Limited | t: +852 2325 3210 | f: +852 2325 3166 | www.serene-ind.com

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SUPPORTING INFORMATION

1. The Serene Industries shipping information that originated this precise item into Australia in back in 2015/2016.
2. Serene compliance certification published online confirming it has always been designed for and met Australian safety standards (The certification is even issued in Australia, by Australians for Australia)

(Some names not related and commercial particulars are withheld)

serene SERENE INTERNATIONAL DISTRIBUTION LIMITED
 10/F, 10/F, 10/F Block A, Alexander Industrial Bldg,
 27 Wing Hong Street, Cheung Sha Wan, Kowloon HONG KONG
 TEL: 852-2325 3166 FAX: 852-2325 3166 E-MAIL: info@serene.com

COMMERCIAL INVOICE

TO: [Redacted] Invoice Number: 17014
 Level 1, 222 Adelaide St, Brisbane
 QLD 4001, Australia DATE: 7 Dec 2012

ATTN: [Redacted]

PO NO.	PO DATE	DESCRIPTION	QTY	UNIT PRICE	AMOUNT
7	02/12/12	SERENE HEATERS Wall Mounted Fan Heater 1000W	22	14.00	308.00
		STANDARD: STANDARD WHITE AS PER POSITIONING LEW ZHANG SHEK			
		PACKAGING: FACTORY IN ORIGINAL COLOR (OFF BOX)			
		WATER PROOF: YES - YES, NO - NO			
		BRAND LOGO: SERENE			
		WATER PROOF: YES - YES, NO - NO			
		FACTORY: FAN HEATER			
		Forwarder: HONG KONG LOGISTICS			
		RECEIVED DATE: 02/12/2012			

serene SERENE INTERNATIONAL DISTRIBUTION LIMITED
 10/F, 10/F, 10/F Block A, Alexander Industrial Bldg,
 62 King Lam Street, Cheung Sha Wan, Kowloon HONG KONG
 TEL: 852-2325 3166 FAX: 852-2325 3166 E-MAIL: info@serene.com

WEIGHT/PACKING LIST

Date: 23-Nov-12
 Invoice No.: 17014

170 Serene Australia
 Suite 201, 1/25B Stephen Street, Yarraville
 Melbourne VIC 3002

FROM: Zhongshan, China TO: MELBOURNE, AUSTRALIA BY SEA

INVOICE NO.	ITEM NO.	Description	Number of Ctn Qty	Qty/Ctn	Total Qty	N.W. (Kgs)	G.W. (Kgs)	Measurement CBM
17014	02080001	WHITE	12	4	52	146.54	183.90	0.850
	02080002	STAINLESS STEEL	12	4	52	146.54	183.90	0.850
Serene Bathroom Heater								
Total			24		104	293.08	377.80	1.70

PAYMENT TERMS: [Redacted]

Bank Information: [Redacted]
 Serene International Distribution Limited
 Bank: [Redacted]
 Account: [Redacted]
 SWIFT Code: [Redacted]

CONTRACT NO: [Redacted] FOR AND ON BEHALF OF: [Redacted]

APPROVED SIGNATURE: [Redacted]

SAA APPROVALS®

Certificate of Approval

Certificate No.: SAA12223EA
Date of Issue: 6 December 2012

Certificate Holder: Serene LTD
 Room 1508-09 15/F, 9 Wing Hong Street,
 Cheung Sha Wan,
 Kowloon
 Hong Kong

Class Description: Room Heater
Product Description: Wall Mounted Fan Heater
Brand Name: Serene LTD
Model No.: S2088
Markings: 220-240V 50/60Hz 2000-2400W Class I IP21
Standard: AS/NZS 60335.2.30:2009 Inc A1
Conditions: Nil

Approval Mark: SAA12223EA or RCM

Date First Registered: 6 December 2012
Date of Expiry: 6 December 2017

For and on behalf of
 SAA Approvals Pty Ltd

SAA Approvals Pty Ltd Electrical Product Safety Certification
 Serene as accredited by JAS-ANZ under RCMC02: Guide 66
 certifies that the electrical product described on this
 certificate complies with the minimum electrical safety
 requirements for which the application has been made.

JAS-ANZ

For SAA Contact Details and to verify this Certificate go to:
www.saaapprovals.com.au

www.jas-anz.org/register

12223EA

10. PROOF OF FALSE STATEMENTS

made elsewhere by Christopher Woodward and Jeff Ong (Wong)

PRODUCT: Serene S6068 outdoor heater
SUPPLIED BY: Serene Industries Ltd, June 2016
IMPORTED / SOLD BY: Serene Heating Australia P/L, July 2016
RESELLER: PowerPlus Electrical Wholesalers, Leeton NSW

BACKGROUND

1. Customer purchased a Serene 6068 Outdoor Infrared heater in mid-2016 with a 10 Year warranty.
2. They sought a spare part in July 2021 and made contact direct to Serene Australia office contact who in turn directed the shipment to the Hong Kong office.

OUTCOME

3. Serene Industries provided full product support without any objection whatsoever regards the Australian customers product's origin.

WIKIFRAUDS has sought comment from the directors of Serene Heating Australia P/L on this change in stance.

"We were inadvertently copied into these customers communication as we originally sold the product.

"The pendulum has swung the other way in this case, now Serene Industries are providing full product support in Australia for a sale transacted in 2016 – nearly 5 years ago."

"We immediately put Serene Industries and their legal counsel on notice requesting an explanation, but they offered no explanation except reaffirming their right to pursue us for damages for illegally representing these Serene products in the first place.

The only thing we can deduce from this:

- (a) *In lieu of the list of mounting claims and angry customers, Serene Industries has changed their stance on previously denying its prior Australian business history.*
- (b) *or, the fact that this support request was made direct to the New Zealand office, Christopher Woodward and Jeff Ong simply weren't involved.*

"Frankly, knowing Chris Woodward and Jeff Ong as we do, we would put our money on the latter."

"As we would expect, with any warranty claim presented to anyone else in Serene Industries – there is no exception to Australia – it has always been a normal function of Serene's business as long as anyone can remember, Australia just business as usual."

"The only reason that there is not an ounce of deceit in this case - is because this customer enquiry was managed correctly and professionally by reasonable people."

"Reiterating prior comments, this is a textbook example of when you remove these two idiots Woodward and Ong (Wong) from any transaction, Serene is actually a good business."

SUPPORTING INFORMATION

This is the actual correspondence to the customer.

Included is the original shipping docs that originated this precise product into Australia in 2016.

(Some names not related and commercial particulars are withheld)

orders@sereneheating.com

From: auenquiry@serene-ind.com
Sent: Thursday, 29 July 2021 2:48 p.m.
To: 'Anthony McDonald'
Cc: orders@sereneheating.com
Subject: RE: Replacement lamp

Hello Anthony,

Sorry your message did not appear in the inbox until your follow up today.

I have now sent you a Pay Pal Invoice and once this is settled we will dispatch the item and tracking details will be send through to you.

Thank you.

Kind Regards,

Alexander Woodward | General Manager | Serene Industries Limited | t: +852 3619 5567 | m: +852 5227 6035 | e: alexW@serene-ind.com | w: serene-ind.com |

This email, including any attachments, contains information which is confidential and subject to legal privilege or other rights. If you are not the intended recipient, you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system. If you are not the intended recipient you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system. If you are not the intended recipient you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system.

Sorry it has taken me while to get back to you. The cost to purchase a replacement lamp for the Sorroco outdoor heater is \$80 AUD inclusive of freight. If you would like to go ahead with the order please provide you delivery address & contact number and we will send through a PayPal link.

Kind Regards,

[Redacted signature]



New Zealand Sales Office

Ph: 0275344555

Fax: 0800 437 264

P O Box 16472 Hornby
Christchurch 8441 New Zealand
Website: www.serene-ind.com

From: Anthony McDonald <amc@pple.com.au>
Sent: Wednesday, 21 July 2021 1:44 pm
To: info@serene-ind.com
Cc: AUenquiry@serene-ind.com
Subject: Replacement lamp
Importance: High

Good morning,
Would you be able to provide price and availability on a replacement infra-red globe for the Sorroco S6068, please?

Thank you.

Regards,



Anthony McDonald, Internal Sales
PowerPlus Griffith & Leeton
38 Acacia Ave Leeton NSW 2705
P (02) 6953 8011 | F (02) 6953 8022

Your local lighting & electrical experts | powerplusgriffith.com.au



SERENE INDUSTRIES LIMITED
 Flat 1010, 10/F, Block A,
 Alexandra Industrial Building
 62 King Lam Street, Cheung Sha Wan,
 Kowloon, Hong Kong

PACKING DECLARATION

Vessel Name: OOCL DUBAI Voyage Number: 084S

Consignment identifier or numerical link: SHMEL2248082

PROHIBITED PACKAGING MATERIAL STATEMENT

(Prohibited packaging material such as straw, bamboo, peat, hay, chaff, used fruit & vegetable cartons)

Q1 Have prohibited packaging materials or bamboo products been used as packaging or dunnage in the consignment covered by this document?
 A1 YES NO

TIMBER PACKAGING/DUNNAGE STATEMENT

(Timber packaging/dunnage includes: crates, cases, pallets, skids, and any other timber used as a shipping)

Q2a Has solid timber packaging/dunnage been used in consignments covered by this document?
 A2a YES NO

TREATMENT CERTIFICATION (ONLY IF TIMBER/DUNNAGE IS DECLARED IN QUESTION 2)

Q3 All timber packaging/dunnage used in the consignment has been (Please indicate below)
 Treated and Marked in compliance with ISPM 15
 Or
 Treated in compliance with DAFF Treatment Requirements
 (With accompanying Treatment Certificate)
 Or
 Not Treated

CONTAINER CLEANLINESS STATEMENT (for FCL/X consignments only - statement to be removed from document when not relevant)

The container(s) covered by this document has/have been cleaned and is/are free from material of animal plant origin and soil.

Signed: Jeff Ong (Company Representative) Printed name: JEFF ONG
 Date of issue: 25/06/2016 (DD/MM/YYYY)

Tel: +852 2325 3209
 Fax: +852 2325 3186

www.serene-ind.co
 info@serene-ind.co



(MULTIMODAL) BILL OF LADING
Mainfreight, Inc.
 (OTI LIC. # 021635)

SHIPPER/EXPORTER SERENE INDUSTRIES LIMITED FLAT 1010, 10/F, BLOCK A, ALEXANDRA INDUSTRIAL BUILDING 62 KING LAM STREET, CHEUNG SHA WAN, KLN, HONG KONG		BOOKING NUMBER S02248082	DOCUMENT NUMBER SHMEL2248082
CONSIGNEE T/A SERENE AUSTRALIA SUITE 201/175B STEPHEN STREET YARRAVILLE VIC 3013 AUSTRALIA P:+61 3 8354 4133		EXPORT REFERENCES S/O:	
NOTIFY PARTY SAME AS CONSIGNEE		FORWARDING AGENT	
PLACE OF RECEIPT SHANGHAI, CHINA		DELIVERY / DESTINATION AGENT MAINFREIGHT INTERNATIONAL PTY LTD 154 MELROSE DRIVE TULLAMARINE VIC 3043 AUSTRALIA Phone: +61 3 9330 6000 / Fax: +61 3 9330 6995	
EXPORTING CARRIER VESSEL: OOCL DUBAI / 084S		PLACE OF DELIVERY / FINAL DESTINATION MELBOURNE, AUSTRALIA	
PORT OF LOADING SHANGHAI, CHINA		EXPRESS	
PORT OF DISCHARGE MELBOURNE, AUSTRALIA		EXPRESS BILL OF LADING	

PARTICULARS FURNISHED BY SHIPPER					
MARKS AND NUMBERS	NO. OF PKGS.	DESCRIPTION OF PACKAGE AND GOODS	GROSS WEIGHT	MEASUREMENTS	
N/M	13 Carton(s)	INFRARED HEATER HEATER STAND	110.000 KG	1.560 M3	
Container Seals CXDU1328187 2130909	Type 20GP	Weight(KG) 110.000	Volume(M3) 1.560	Packages 13 CTN	Mode CFS/CFS

CONSOLE: C01020946
 INCOTERM: EXW
 SHIPPED ON BOARD: 16-Jun-16 00:00

APPLICABLE TERMS: LIMITATION OF LIABILITY: It is agreed the goods declared herein are accepted in apparent external good order and condition for carriage (except as noted) STRICTLY SUBJECT TO THE TERMS OF CARRIAGE ON THE REVERSE HEREOF AND ALSO AVAILABLE AT [HTTP://WWW.MAINFREIGHT.COM/Files/downloads/US/HBL-Reverse_October_2014.pdf](http://www.MAINFREIGHT.COM/Files/downloads/US/HBL-Reverse_October_2014.pdf) which the shipper warrants it has received and reviewed and to which the shipper agrees to be bound. Carrier's liability is limited in accordance with clause 9.1. The shipper may increase carrier's liability by declaring a higher value for carriage and paying a supplemental charge, as set forth at clause 9.5. This bill of lading is non-negotiable unless consigned "To Order." The particulars of the goods as stated by the shipper and the weight, measure, quantity, condition, contents and value of the goods are unknown to the Carrier.

DECLARED VALUE: US\$ NVD (No Value Declared) PER PACKAGE / KILOGRAM / OR ENTIRE SHIPMENT (circle one)

IN WITNESS WHEREOF zero (0) original bills of lading have been signed, not otherwise stated above, one of which being accomplished the others shall be void.	CHARGES (subject to correction)	PREPAID	COLLECT
ISSUED AT SHANGHAI, CHINA, ON 16-Jun-2016 [DATE] BY: MAINFREIGHT INTERNATIONAL LOGISTICS (SHANGHAI) COMPANY LIMITED AS AGENT FOR AND ON BEHALF OF THE CARRIER MAINFREIGHT, INC.			

FRAUD 11. Declined warranty, Woodward claims the business never existed.

PRODUCT: Serene 2066 + S2088 bathroom fan heaters – both failed
SUPPLIED BY: Serene Industries Ltd, December 2016
RESELLER: Serene Heating Australia P/L, November 2017
CUSTOMER: Joseph S. NSW

BACKGROUND:

1. Customer purchased a Serene S2066 fan heater with 2 year warranty in November 2017.
2. The heater failed in October 2019 and a replacement S2088 model heater (10 year warranty) was supplied FOC.
3. The replacement S2088 unit failed in August 2022 and the customer filed a warranty claim with Serene Industries Australia office.
4. Serene Industries advise the customer that there is no warranty support as the product was never sold by Serene, and they have been scammed by a dangerous internet trader who stole Serene IP and logos, and was shut down by the Government.

OUTCOME:

5. Customer is left high and dry with a second failed Serene product, and no support.

CUSTOMER EMAIL COMMUNICATIONS and SERENE RESPONSE

*“Hi Team.
I need warranty support... the S2088 that I had replaced by you in 2019 stopped working two days ago. I still have all the records re the 10year warranty... I have contacted Serene Industries and below is their damming reply - is their response correct - or do I need to now escalate this matter via my legal contacts?
...could you please reply asap*

Many thanks, Joseph”

*Dear Joseph
Thank you for contacting us however we cannot assist you very much.
We did not start our Australian business until mid-2021 and did not of course sell you the heater or sanction anyone else to do so.*

*What happened to you is that you were caught by an internet scammer who pretended online to be us Serene Industries Limited
His name was XXX and he stole our logo and information and images and sold our heaters online using our IP. He obtained the heaters on the “grey market’ from overseas sources and they were not made to be sold in Australia and were not registered for sale or registered for sale in Australia. We export to many countries and do not know exactly where or from who he purchased the stock*

*We suspect they were warranty returns from Europe which he re sold as new but we were never sure of his exact sources.
After some time we were able to have the AU authorities close him and his several web sites down.*

We did not supply XXX with the heater that you purchased and possibly there is not much wrong with it and it may well be repairable but never legal.

As a gesture of good will we would like to offer you a 15% discount on our S2088 made and sold by us for Australian conditions and with a 10year full replacement warranty. If this at all helpful to you please contact Charlotte at the above email address.

*With best regards
Jeff Wong*

From: auenquiry@serene-ind.com <auenquiry@serene-ind.com>
Sent: Monday, 1 August 2022 8:00 PM
To: 'Joseph' <[redacted]@hotmail.com>
Cc: 'Charlotte Reid' <charlotte@serene-ind.com>; 'Alex Woodward' <alexW@serene-ind.com>
Subject: RE: WARRANTY Claim... S2088

Dear Joseph
Thank you for contacting us however we cannot assist you very much.
We did not start our Australian business until mid 2021 and did not of course sell you the heater or sanction any one else to do so.

What happened to you is that you were caught by an internet scammer who pretended online to be us Serene Industries Limited [redacted] and he stole our logo and information and images and sold our heaters online using our IP. He obtained the heaters on the "grey market" from overseas sources and they were not made to be sold in Australia and were not registered for sale or registered for sale in Australia. We export to many countries and do not know exactly where or from who he purchased the stock

We suspect they were warranty returns from Europe which he re sold as new but we were never sure of his exact sources.
After some time we were able to have the AU authorities close him and his several web sites down.

We did not supply [redacted] with the heater that you purchased and possibly there is not much wrong with it and it may well be repairable but never legal.

As a gesture of good will we would like to offer you a 15% discount on our S2088 made and sold by us for Australian conditions and with a 10year full replacement warranty. If this at all helpful to you please contact Charlotte at the above email address.

With best regards

Jeff Wong
Serene - International Customer Service – Hong Kong
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From: Joseph <[redacted]@hotmail.com>
Sent: 01 August 2022 07:45 AM
To: AUenquiry@serene-ind.com
Cc: Joseph <[redacted]@hotmail.com>
Subject: WARRANTY Claim... S2088

Goodmorning,

On 9th Oct 2019 I purchased a Serene S2088 fan heater which just yesterday stopped working.

This item was purchased with a 10 year Warranty. I have all the necessary purchase documents.

Can you please advise how to have the item either repaired or replaced as per those warranty terms.

serene
living

Towel Rails
Space Heating
Heating Panels
Bathroom Heating
Style & Home

2016
AUSTRALIAN
Heating Solutions

www.serene-australia.com

"Hi again XXX

Thanks for your reply and supporting info re Serene Industries....*what an absolute crock out of Serene / Wong.*

I totally understand this situation now...*I hate seeing them getting away with this (and trashing a good person's reputation in the process).*

I will be reporting Serene Industries to Wikifrauds and authorities myself, is there anything else I can do to add to the case against Serene?

Please let me know if you want my help confronting these *Serene cowboys.*

Best wishes
Joseph"

12. ANOTHER WARRANTY CLAIM – this one abandoned by the Customer, they have already seen enough.

PRODUCT: Serene S2088 bathroom fan heater, with 10 Year warranty
SUPPLIED BY: Serene Industries Ltd, Jan 2016
IMPORTED BY: Serene Heating Australia P/L, May 2016
RESELLER: AWM Electrical Wholesalers, east Melbourne VIC, May 2016

BACKGROUND:

1. Product sold by Serene Australia in May 2016 with 10 Year Warranty.
2. Product failed in July 2022 and AWM filed a claim with the original Serene Australia Directors, who referred them to the Serene Industries Australian office contact.

OUTCOME:

3. Customer abandoned pursuing the warranty claim and refunded the customer, having read the prior history on WIKIFRAUDS.

*AWM:
Reading this I wouldn't waste my time with *Serene Industries and arguing with their bullsh*t - we have just refunded the customer.**

*We have already *thrown all our Serene heater stock in the f**king skip – the whole lot of it.**

*Serene products are junk - 10 Year warranty that turns into Wikifrauds – *Serene are a f**king joke.**

Looking at what I read on Wikifrauds my judgement to scrap our stock was correct.

I have heard that Serene Industries and its owner has cost you guys a lot of money, and I am truly sorry to hear that.

13. NEW SALES AGENT DENIED SUPPORT – the Serene phone goes nowhere and their Aust' office doesn't exist?

PRODUCT: Container load of Serene S2088 bathroom fan heaters, with 10 Year warranty
SUPPLIED BY: Serene Industries Ltd, 2020
IMPORTED BY: Electrical Agencies, TAS
RESELLER: Electrical Agencies as well as various Electrical Wholesalers throughout Tasmania from 2020.

BACKGROUND:

1. Serene products represented by a new agent Electrical Agencies from 2020, as promoted/published on the Serene website.
2. Unsurprisingly the product failures commence in 2022
3. Agent calls the directors of original Serene Heating Australia for advice regards getting spare products and warranty support from Serene Industries.

OUTCOME:

4. Agent realises the Serene Industries Australian office does not exist and that warranty support is unlikely, realising there is already a WIKIFRAUDS Investigation.

AGENT ENQUIRES to Serene Heating Australia P/L:

We are wondering if you have any old original stock?

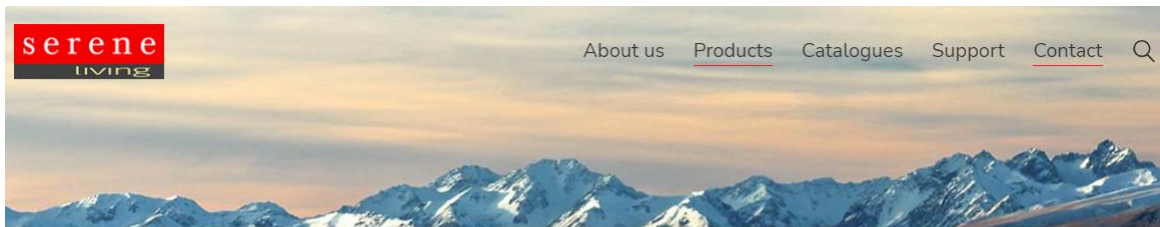
We purchased a container of S2088 fan heater product and we have many failures.

The product has a 10-year warranty but we cannot get any support out of Serene Industries.

We have tried calling their Australian head office number but it goes nowhere, and there is no actual address.


We then called the New Zealand office who just referred us back to Hong Kong.

We would never buy any more Serene product!



Find Serene Resellers

Here is a list of Serene's Resellers, where you can find all of our products. Please click on any logos to navigate directly to the reseller's website. Alternatively, [contact us](#) directly and we will be happy to help you. Please note that our products are available to [purchase online](#) from Australia.

NEW ZEALAND	
AUSTRALIA	
UNITED KINGDOM	Buy Online from Australia!
EUROPE	



FRAUD 14. Declined warranty, Woodward claims the business never existed.

PRODUCT: Serene S2088 bathroom fan heater
SUPPLIED BY: Serene Heating Industries Ltd, December 2016
RESELLER: Serene Heating Australia P/L, February 2018
CUSTOMER: L.W. NSW

BACKGROUND:

1. Customer purchased a Serene S2088 fan heater with 10 year warranty in February 2018.
2. The heater failed in November 2022.
3. Warranty claim filed by the customer, Serene Industries advised the customer that there is no warranty support as the product was never made/sold by Serene Industries, and they have been scammed by a dangerous internet cyber criminal who stole Serene IP and logos, and was shut down by the Government.

OUTCOME:

4. Customer is left high and dry with a second failed Serene product and no support.

CUSTOMER EMAIL COMMUNICATIONS and SERENE RESPONSE

Dear Staff Member,

We purchased the wonderful Serene heater from your company in 2017 (see attached invoice) and unfortunately it is no longer working as it should. The heater only blows out cold air. How do we replace the heater as it is in within the 10 year period it is covered for warranty?

I look forward to hearing from you.

Kind regards

auenquiry@serene-ind.com Sat, Nov 12, 1:17 PM

Thank you for your email,

*Unfortunately we are unable to assist as **we were not operating in Australia in 2017.***

*If you purchased a S2088 heater it was from **an online scammer who at that time was offering the product and pretending to be our company. We took legal action to prevent further use of our intellectual property.***

*His name we understand was XXX, **the product was purchased overseas on the grey market – not from ourselves and never registered with the AU electrical safety authorities for sale in Australia.** If you were to report this incident to the AU regulator you would be assisting everyone to prevent this sort of crime.*

If a warranty was offered your resource is to the company from which you purchased the product and illegally imported and sold it in AU .

*However, we, since July 2020 have opened for business in Australia and now offer our full range there. **We are sorry that you were scammed in this way** and would like to offer you a new heater at with **our famous 10 year warranty** at 20% discount which is available online with free home delivery via AU post from www.serene-ind.com*

I hope that the above is helpful and should you need further information please do not hesitate to contact our local office.

With regards

Jeff Wong

Serene - International Customer Service – Hong Kong

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Hi,
I recently emailed Serene Industries office in Australia for a warranty claim on a Serene heater purchased in 2017.

This is the reply I had from them. What a load of tripe they talk. They are the scammers and I can so overwhelmingly see that my product is in fact genuine Serene Industries made. The Serene company that we purchased the heater from even has CEO Christopher Woodward registered by ASIC as a shareholder including the Serene Industries head office address.

We did not even purchase our heater online as they insist. I actually tried calling the Serene office in Australia, there is actually no Australian office! Every inch of Serene Industries has an element of deceit.

They describe their famous Serene 10 year warranty, I think they mean infamous.

I cannot repeat what I told CEO Christopher Woodward, but from blaming my heater failure on cyber criminals to his phony Australian office, I told him the whole of Serene is just a load of b/s.

I can see why you people have nothing further to do with them. I am of a mind to report Serene Industries to Channel 9.

Would never buy another rubbish Serene product, we will be purchasing a different brand of heater to replace the Serene.

Thanks for all your help.

Kind Regards

L. W.

SUPPORTING INFORMATION

1. The Serene Industries shipping docs that originated this precise item into Australia in back in 2015/2016.
2. Also included is the original Serene compliance certification published online confirming that it has always been designed for and met Australian safety standards, notwithstanding that this certification has since expired.
(The certification is even issued in Australia, by Australians for Australia)

(Some names not related and commercial particulars are withheld)

FRAUD 15. Declined warranty x2. This even includes a heater purchased direct from the all new Serene Industries direct online.

- 1. Serene claims the business never existed for the first sale in 2017.**
- 2. Serene claims the customer failed to 'register' the warranty for the sale in 2021.**

PRODUCT: Serene S2088 bathroom fan heater
SUPPLIED BY: Serene Industries Ltd, December 2016
RESELLER: Serene Heating Australia P/L, September 2017
CUSTOMER: E.L. VIC

BACKGROUND:

1. Customer purchased a Serene S2088 fan heater with 10 year warranty in September 2017.
2. The heater failed in January 2022.
3. Warranty claim filed by the customer, Serene Industries advised the customer that here is no warranty support as the product was never made/sold by Serene Industries, and they have been scammed by a dangerous internet cyber criminal who stole Serene IP and logos, and was shut down by the Government.

OUTCOME:

4. Customer is left high and dry with a second failed Serene product and no support.
5. The customer also confirmed that they have also purchased a second heater direct online from Serene Industries Ltd – Jeff Ong has inadvertently screwed over their own customer. He advises the customer they failed to 'register' the 10 year warranty after purchase, just more farcical nonsense made up on the fly.

CUSTOMER EMAIL COMMUNICATIONS and SERENE RESPONSE (in chronological order, from top down)

*Hi there, (Serene Industries Ltd, Australian office)
We purchased one of your bathroom heaters in 2017 and we now have an issue switching it on with the pull string which does not work.
It is still under warranty so what do we need to do to get it repaired or replaced?
We had it hard wired by a qualified electrician so if it were to be removed, we would need an electrician to remove it.
I have attached our invoice for this product for your information.*

*Kind regards
E.L.*

From: auenquiry@serene-ind.com

Thank you for your email E

We however cannot assist you as we are Serene Industries Limited a Hong Kong based manufacturing company.

Serene did not commence business in Australia until August 2020 nor did we sell or import our products in Australia prior to that date.

I see that you purchased the product from an internet trader who would have purchased the heater from a secondary market outside of AU and illegally imported it and illegally used our Serene brand in the advertising. The heater carried no official Serene warranty and we would advise you to contact the company from which you purchased it if they offered a warranty and perhaps contact the AU regulator if they will not assist you or have been closed down by your government.

It is possible that the cord has been pulled too hard on your heater and displaced switch. If this is the case than just one very hard pull often puts the switch back in position. Any electrician should be able to fox the problem in moments.

We hope that this information assists

*With regards
Jeff Wong*

Serene - International Customer Service – Hong Kong

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Hi Jeff,

*It really should not matter where and who sold us your product. **It is still a product which was manufactured by your company.***

You are still making this product using the same name and offering the same warranty.

The cord has never been pulled down hard but I just tried to pull it hard as you recommended and it did put the switch back into position but it still does not work!

***I am really concerned** because last year we purchased another one of these units for another property **[direct from Serene Industries online]** that we own and have not yet installed it.*

If I knew that your 10 year warranty was not worth the paper it is written on, I would never have purchase that second unit!

I thought I had a quality product which was backed by quality service.

*Unfortunately I was wrong and **will not be recommending Serene Industries to anyone in the trades.***

*I will be also checking with our regulators as **you are continuing to sell a product in Australia and are falsely promising a 10 year warranty.***

In Australia, it does not matter who sells you a product as it is the manufacturer that is responsible to honour their warranty.

Even though there has been a change in the authorized retailers in Australia, the fact is that the product is still the same and the warranty on this product as published by Serene Industries has not changed.

You are the manufacturer so the liability rests with your company!

*Please let me know what you are prepared to do to make good of your warranty promise or I will have no other choice **but to report you to our regulator.***

*Thank you,
E. L.*

From: auenquiry@serene-ind.com

Dear E.

I regret that we are unable to assist for the reasons previously stated.

We offered **no warrant on the illegally imported product which per AU law is the responsibility of the company in AU from which it was purchased.**

The product that you purchased from a **online scammer was not manufactured to AU electrical safety requirements and was never intended to be illegally imported.**

Both our lawyers Bell Gully' and the Australian regulators have taken action against the company from which you purchases the item.

We offer a 10 year warranty in Australia only on product purchased from Serene Industries Limited sold by us after **we commenced business in Australia in August 2020**

The product that you purchased **was illegally imported into AU by an online scammer, did not comply with AU safety regulations** and (was) is potentially dangerous to use.

The company from which you purchased the heater **was not authorised to sell our products, steal our IP or use our Serene brand** that in AU is registered.

We have taken legal action and alerted the AU authorities and unfortunately there is little more that we can do.

Unfortunately this is not an isolated problem in AU where many registered brands suffer the same problem however the law is very clear on these matters as you will find when you check – it is that the importer bears the full responsibility to honour any warranty that that they offered when advertising illegally imported goods for sale.

Please do check with appropriate government department yourself and **push the seller to honour any warranty that they offered.** Our lawyers have contact details for the person responsible which I can arrange to be passed to you - his name is XXX.

With regards
Jeff Wong

Serene - International Customer Service – Hong Kong

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To: auenquiry@serene-ind.com

Subject: RE: Faulty heater

Hi Jeff *Wrong (not a spelling error),*

Congratulations! You have not only scammed us once but twice!! One of our heaters that we purchased was actually direct from your office via your Serene website!

How do you guys sleep at night? Karma will catch up with you both one day.

Even if you did offer us a refund for the product, we recently purchased from you, we cannot trust that you would actually pay us back given your track record of lies and deceit as published on Wikifrauds.

The explanation you provide reads the same for everyone that makes Serene claim with you. Clearly the evidence published overwhelmingly proved that these are in fact Serene heaters made by your company.

Stop blaming others for your fraudulent business activities!

E.L.

From: auenquiry@serene-ind.com

Sent: Tuesday, 17 January 2023 6:15 PM

Subject: RE: Faulty heater

Dear E

We know about Wikifrauds thanks.

Surely you realise that it is just another nasty grubby scam site.

The site has been up for several years and they have been sued many times.

However they have no funds and thus not worth the trouble for us to sue them

No sensible person reads the thing and their reason for existing is to scam payment from the dozen of AU companies that they pick on.

Some it seems do pay them. This fellow XXX is involved and supplied the stolen and false material. They asked for a million dollar to go away.

They however cause us no bother and our lawyers advise that it is not worth while to go after them as they are hosted in eastern Europe and difficult to keep them closed down

BTW that image is not me [Jeff Ong image on Wikifrauds].

The AU police know about them and will take action at some point we are told

*With regards
Jeff Wong*

Serene - International Customer Service – Hong Kong

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Hi XXX, (Serene Heating Australia P/L)

Copied here you will find all my communications with these Serene Industries fraudsters.

Don't worry – I have called them out for their fraud and they just continue to blame you for everything.

I don't buy their explanations at all. I noticed that in every email they sent me, it was almost word for word as stated in Wikifrauds.

I have contacted Wikifrauds to add another 2 to their tally of people being denied warranty claims from these Serene fraudsters.

You can see how more and more people were being copied to Serene emails as we progressed so maybe he was a bit concerned about this escalating to the authorities.

I just want to get the heater fixed and forget about this Serene Industries nightmare!

*Thanks for the partial refund and the recommendation of the switch - It will go towards paying an electrician to come over to check the unit.
Jeff Wong could have easily offered what you have done, instead of peddling these lies.*

Feel free to use my story to back your case against Serene.

I am happy to support the Wikifrauds case but please keep my name and contact details away from any details published for Wikifrauds investigation.

*Kind regards,
E. L.*

SUPPORTING INFORMATION

1. The Serene Industries shipping docs that originated this precise item into Australia in back in 2015/2016.
2. Also included is the original Serene compliance certification published online confirming that it has always been designed for and met Australian safety standards, notwithstanding that this certification has since expired.
(The certification is even issued in Australia, by Australians for Australia)

(Some names not related and commercial particulars are withheld)

serene SERENE INTERNATIONAL DISTRIBUTION LIMITED
 17/F, 103 Fong Yick A, Alexander Industrial Bldg,
 27 Wing Hong Street, Cheung Sha Wan, Kowloon HONG KONG
 TEL: 852-2325 3210 FAX: +852 2325 3166 E-MAIL: info@serene.com

COMMERCIAL INVOICE

TO: Level 1, 322 Avenue St, Brisbane QLD 4007, Australia
 Invoice Number: 17014
 DATE: 7 AUG 2012

FROM: SERENE HEATINGS
 Wall Mounted Fan Heater
 2400W 50/60Hz
 WHITE

ITEM NO: 17014
 QTY: 26
 UNIT: EA

STANDARD: STANDARD WHITE ANTI-FLAME PROTECTIVE NEW STAINLESS STEEL
 PACKAGING: MADE IN CHINA/ COLOR CRT BOX
 WHITE POWER: 210 - 240V, 50Hz
 BRAND LOGO: SERENE
 Color Code: 26-00-00
 MATERIAL: POWDER
 DIMENSION: 140x100x100mm
 Weight: 6.5kg

FROM: 17/F SERENE AUSTRALIA
 Suite 201, 175 B Stephen Street, Yarraville
 Melbourne VIC 3003

SERENE INTERNATIONAL DISTRIBUTION LIMITED
 1010, 10th Floor, Block A, Alexander Industrial Bldg,
 62 King Lam Street, Cheung Sha Wan, Kowloon HONG KONG
 TEL: 852-2325 3210 FAX: +852 2325 3166 E-MAIL: info@serene.com

WEIGHT/PACKING LIST
 Date: 23 Nov 12
 Invoice No.: 17014

FROM Zhongshan, China TO MELBOURNE, AUSTRALIA BY SEA

INVOICE NO.	ITEM NO.	Description	Number of Ctn Qty	Qty/Ctn	Total Qty	N.W. (Kgs) Total	G.W. (Kgs) Total	Measurement CBM
17014	20281006	WHITE	13	4	52	146.64	161.00	0.850
	20281005	STAINLESS STEEL	13	4	52	146.64	161.50	0.850
Total			26		104	293.28	322.50	1.70

PAYMENT TERMS: [REDACTED]

BANK INFORMATION:
 Beneficiary: SERENE INTERNATIONAL DISTRIBUTION LIMITED
 Bank: [REDACTED]
 Account: [REDACTED]
 SWIFT Code: [REDACTED]

FOR AND RECEIVED BY: [REDACTED]

AUTHORIZED SIGNATURE: [REDACTED]

SAA APPROVALS

Certificate of Approval

Certificate No.: SAA122223EA
Date of Issue: 6 December 2012

Certificate Holder: Serene LTD
 Room 1508-09 15/F, 9 Wing Hong Street,
 Cheung Sha Wan,
 Kowloon
 Hong Kong

Class Description: Room Heater
Product Description: Wall Mounted Fan Heater
Brand Name: Serene LTD
Model No.: S2088
Markings: 230-240V 50/60Hz 2000-2400W Class I IP21
Standard: AS/NZS 60335.2.30:2009 Inc A1
Conditions: Nil

Approval Mark: SAA122223EA or RCM
Date First Registered: 6 December 2012
Date of Expiry: 6 December 2017

Carrie
 For and on Behalf of
 SAA Approvals Pty Ltd

SAA Approvals Pty Ltd Electrical Product Safety Certification Scheme is accredited by JAS-ANZ under ISO/IEC Guide 66 certifies that the electrical product described on this certificate complies with the minimum electrical safety requirements for which the application has been made.

JAS-ANZ

For SAA Contract Details and to verify this Certificate go to:
www.saaapprovals.com.au

122223A

www.jas-anz.org/register