



Christopher Woodward
Founder & Managing Director



Jeff Ong
Commercial Manager



THE FRAUD, LIES AND DECEIT orchestrated by these two;

An overview provided by Woodward's largest known victim

"By a country mile - plus some - and without any exception – Serene / Woodward is the worst business encounter in my 35 year career – I cannot think of anything else that comes even close to this."

*"These two men are absolute scheming weasels, as slippery as eels, they couldn't lie straight in bed, they are completely incapable of doing good business."
"The scheming crock of shite that they invent to justify what they do – you couldn't make it up."*

"From start to finish the whole of Serene is the product of an inveterate bullshitting and scheming co-man that costs anyone connected to him dearly."

"It is only when you have been out of Serene for some years and look back, that you realise just how absolutely absurd Woodward / Serene is."

“We have since learned that almost everyone known to have ever gone into business or partnership or had an alliance with Christopher J. Woodward in any capacity whatsoever since the 1980s, has met a bitter and costly end”.

*“Separate to the customer warranty claims and frauds recorded, Woodward’s scheming conduct and total business is akin to a Nigerian scam – he and his total business runs purely on bullsh*t - nothing Woodward says is straight up – near everything he says is without exception is either inflated, twisted or just straight out lies.”*

“Any agreement or warranty assurance from Woodward/Serene is literally not even worth the paper or cardboard packaging it is printed on.”

“Apart from the official connection to Serene predecessor brand est. 1967, there is not a single redeeming feature or anything positive about Serene that I can think of, not one. Underneath Woodward’s polished Serene exterior – the whole show is just an endless trail of Woodward deceit, blatant fraud, dysfunction, unhappy customers and financial wreckage.

*“Doing good business with Woodward is impossible - everything he says is tainted with bullsh*t or deceit – he doesn’t listen and at best every constructive improvement Woodward just puts on his continuous schedule of NO.”*

*“The only time that Woodard is ever pleasant or talks any half-baked sense – is when he anticipates that you are about to send him a heap of money. But as soon as Woodward has your cash – he turns back into an absolute c**t and you cannot follow anything he says or does.”*

“How the man trades at all is completely beyond any of us who have worked with him.”

13x Individual frauds are detailed here

The actual number of these types of claims arising, especially involving dishonesty is actually far higher

But because there is enough supporting documentation provided to WIKIFRAUDS to fill a room - only the worst of them are detailed here.

FRAUD 1. Declined warranty claim, but Woodward knew the product fault existed.

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."

"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."

"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 starting to become intolerable, much more and I am considering terminating the Australian license."

"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 was the largest single order ever for all of Serene Australia – the product was guaranteed for 10 years - yet the product failure rate was 100% - and the product support was less than zero."

"It was through a myriad of these sorts of issues that the Directors 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."

*"What should have been a fantastic flagship project order for the Serene brand – instead became the start of the most absurd bullsh*t that I have ever seen in my life."*

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: olochiaband

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Towel Rails

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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

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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 for Serene Living 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 products is on the right, and the text '2016 AUSTRALIAN Heating Solutions' is at the bottom. The website address is at the very 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)



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. ...".
137666

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

Apr 2017 Rev 2

SERENE HEATING AUSTRALIA_AGENCY AGREEMENT - Heated Australia Pty Ltd

Page 1 of 3

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.

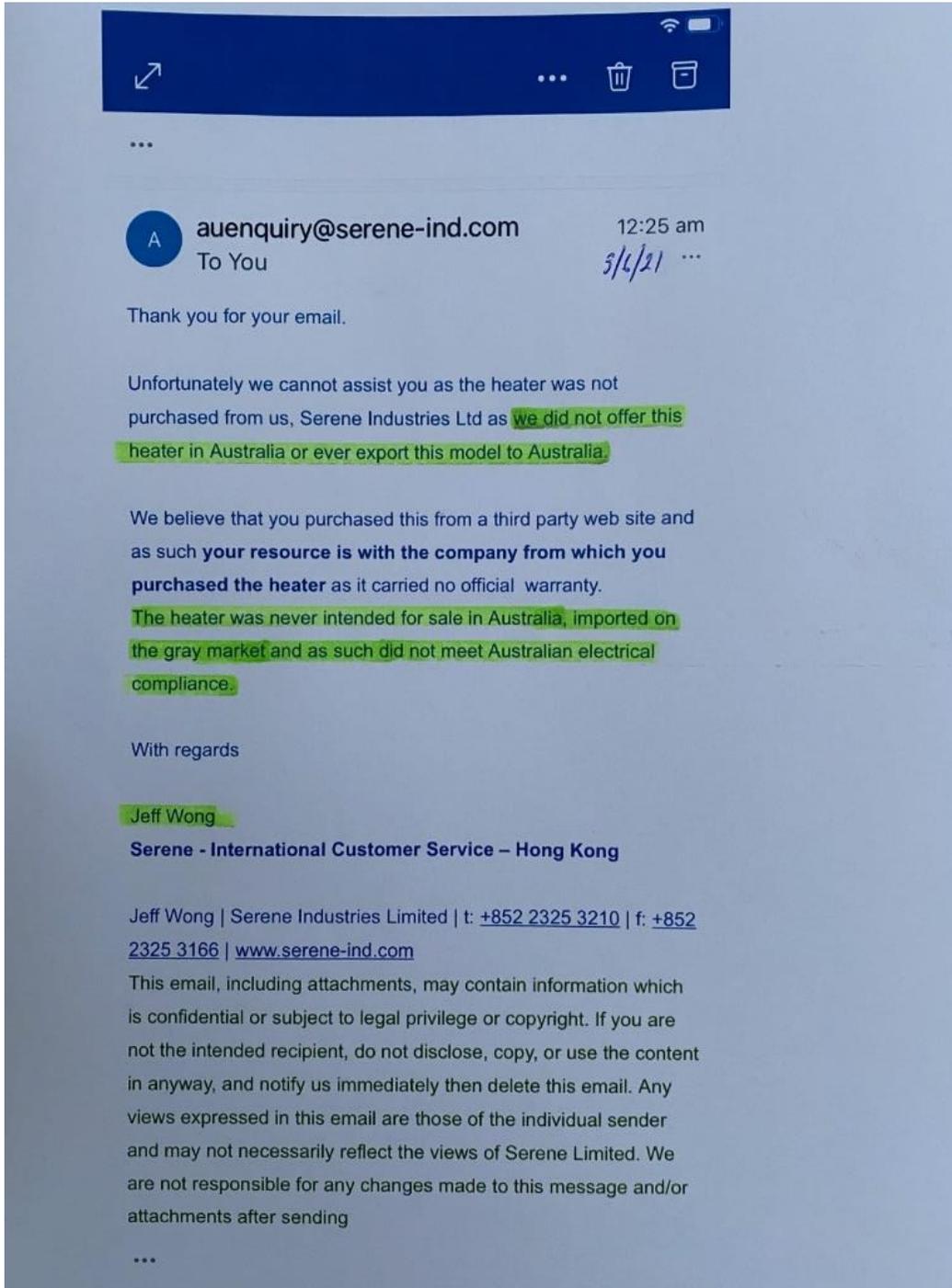
We believe that you purchased this from a third-party and as such you should contact this company from which you purchased the heater as we offer no official warranty.

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



serene
living

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

2016
AUSTRALIAN
Heating Solutions

www.serene-australia.com

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
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	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 CONIGNED TO ORDER

Shipper: [Redacted] ZHONGSHAN CITY, GUANGDONG, P.R. CHINA		Bill of Lading No.: 079617105777	Export Entry No.: 5/01	
COPY DRAFT BILL ORIGINAL BILL REQUIRED AT DESTINATION				
Notify Party (No claim shall attach for failure to notify) SERENE INDUSTRIES LIMITED 164 WATERLOO ROAD CHRISTCHURCH, NEW ZEALAND				
Place of Receipt: YANTIAN, CHINA		Place of Delivery: MELBOURNE, AUSTRALIA		
Place of Loading: YANTIAN, CHINA		Place of Discharge: MELBOURNE, AUSTRALIA		
Place of Unloading: MELBOURNE, AUSTRALIA		Place of Destination: MELBOURNE, AUSTRALIA		
No. of Original Bills of Lading: 3 (THREE)		No. of Original Bills of Lading: 3 (THREE)		
Details of Cargo as declared by Shipper				
Mark & Number	No. of Pkgs.	Description of Goods	Gross Weight	Cube Measure
SERENE	505	2000 WATTS CONVECTOR HEATERS 2000 WATT CONVECTOR HEATERS MODEL NO.: 2002 200PCS OF PANEL HEATER 2000WATT MODEL NO.: 2004 200PCS OF PANEL HEATER 1000WATT MODEL NO.: 2006 200PCS OF PORTABLE HEATER--STAINLESS STEEL MODEL NO.: 2008SS 200PCS OF METAL PORTABLE HEATER--STAINLESS STEEL MODEL NO.: 2008A 200PCS OF METAL PORTABLE FAN HEATER--ANTHRACITE (GRAY) TYPE: 2008A 200PCS OF METAL PORTABLE FAN HEATER--ANTHRACITE (GRAY) TYPE: 2008A 200PCS OF METAL PORTABLE FAN HEATER--ANTHRACITE (GRAY) TYPE: 2008A	3933.040 KG	21.990 CBM
TWO/THEM FOR CONSIGNEE REF: 00953884 SHIPPED ON BOARD		*SHIPPER LOAD COUNT AND SEALED CONTINUATION PAGE FOLLOW...		
Note: The Merchant's address is called as the Bill of Lading by Clause 16, 11 and 12 of the Bill of Lading, the address of the Consignee is as stated herein. Inland transport of goods to the place of destination.				
EXEMPTED by the Carrier the Goods as specified above as apparent solid and well conditioned unless otherwise stated, to be transported in such place as agreed, unsecured or protected tanks and subject to the terms and conditions appearing on the front and reverse of the Bill of Lading or which the Merchant agrees by accepting the Bill of Lading, not to be protected and covered.				
The particulars given above as stated by the Shipper and the weight, measure, content, condition, nature and value of the Goods are unknown to the Carrier. INDEMNITY released and released Bill of Lading has been issued as an evidence of receipt of the Goods and the weight, measure, content, condition, nature and value of the Goods as stated by the Shipper and the weight, measure, content, condition, nature and value of the Goods as stated by the Shipper.				
Place of Receipt: YANTIAN, CHINA Place of Delivery: MELBOURNE, AUSTRALIA		Place and Time of Issue: GUANGZHOU, CHINA		



Certificate of Approval

Certificate No.: SAA1222326A
Date of Issue: 6 December 2012

Certificate Holder: Serene LTD
Suite 201/175B Street, Yarraville, Victoria 3013

Class Description: Room Heater
Product Description: Wall Mounted Fan Heater
Brand Name: Serene LTD
Model No.: S2066
Markings: 200 WATT 1000WATT 2000 WATT
Standards: AS/NZS 4039.1, AS/NZS 4039.2, AS/NZS 4039.3, AS/NZS 4039.4, AS/NZS 4039.5, AS/NZS 4039.6, AS/NZS 4039.7, AS/NZS 4039.8, AS/NZS 4039.9, AS/NZS 4039.10, AS/NZS 4039.11, AS/NZS 4039.12, AS/NZS 4039.13, AS/NZS 4039.14, AS/NZS 4039.15, AS/NZS 4039.16, AS/NZS 4039.17, AS/NZS 4039.18, AS/NZS 4039.19, AS/NZS 4039.20, AS/NZS 4039.21, AS/NZS 4039.22, AS/NZS 4039.23, AS/NZS 4039.24, AS/NZS 4039.25, AS/NZS 4039.26, AS/NZS 4039.27, AS/NZS 4039.28, AS/NZS 4039.29, AS/NZS 4039.30, AS/NZS 4039.31, AS/NZS 4039.32, AS/NZS 4039.33, AS/NZS 4039.34, AS/NZS 4039.35, AS/NZS 4039.36, AS/NZS 4039.37, AS/NZS 4039.38, AS/NZS 4039.39, AS/NZS 4039.40, AS/NZS 4039.41, AS/NZS 4039.42, AS/NZS 4039.43, AS/NZS 4039.44, AS/NZS 4039.45, AS/NZS 4039.46, AS/NZS 4039.47, AS/NZS 4039.48, AS/NZS 4039.49, AS/NZS 4039.50, AS/NZS 4039.51, AS/NZS 4039.52, AS/NZS 4039.53, AS/NZS 4039.54, AS/NZS 4039.55, AS/NZS 4039.56, AS/NZS 4039.57, AS/NZS 4039.58, AS/NZS 4039.59, AS/NZS 4039.60, AS/NZS 4039.61, AS/NZS 4039.62, AS/NZS 4039.63, AS/NZS 4039.64, AS/NZS 4039.65, AS/NZS 4039.66, AS/NZS 4039.67, AS/NZS 4039.68, AS/NZS 4039.69, AS/NZS 4039.70, AS/NZS 4039.71, AS/NZS 4039.72, AS/NZS 4039.73, AS/NZS 4039.74, AS/NZS 4039.75, AS/NZS 4039.76, AS/NZS 4039.77, AS/NZS 4039.78, AS/NZS 4039.79, AS/NZS 4039.80, AS/NZS 4039.81, AS/NZS 4039.82, AS/NZS 4039.83, AS/NZS 4039.84, AS/NZS 4039.85, AS/NZS 4039.86, AS/NZS 4039.87, AS/NZS 4039.88, AS/NZS 4039.89, AS/NZS 4039.90, AS/NZS 4039.91, AS/NZS 4039.92, AS/NZS 4039.93, AS/NZS 4039.94, AS/NZS 4039.95, AS/NZS 4039.96, AS/NZS 4039.97, AS/NZS 4039.98, AS/NZS 4039.99, AS/NZS 4039.100

Approval Mark: SAA1222326A or PCM
Date First Registered: 6 December 2012
Date of Expiry: 6 December 2017



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)

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- Style & Home

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**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
 10/F, 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, 232 Arden St, Brisbane
 QLD 4001, Australia DATE: 17/12/2012

PO NO.	MODEL	DESCRIPTION	QTY (PCS)	UNIT PRICE (USD)	AMOUNT (USD)
		SERENE HEATERS			
	S2088	Wall Mounted Fan Heater	22		
	S2089	Stainless Steel	02		
	S2089	White	02		
		ITEMS TO BE			
		REWORKED HEATER AS PER EXISTING NEW ZHANGDONG STOCK			
		PACKAGING:			
		FACTORY ORIGINAL COLOR CARTON			
		WATER PROOF			
		210-240V, 50Hz			
		SERENE			
		Color: White			
		200-210			
		EXW CHINA			
		Forwarder:			
		WORLDWIDE LOGISTICS			
		100 Convent Road			
		Box Hill, Victoria VIC 3116			
		Australia			

serene SERENE INTERNATIONAL DISTRIBUTION LIMITED
 10/F, 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-16
 INVOICE NO.: 17014

FROM Zhongshan, China TO MELBOURNE, AUSTRALIA BY SEA

INVOICE NO.	ITEM NO.	Description	Number of Ctn Qty	Qty/Ctn	Total Qty	M.W.(Kgs)	G.W.(Kgs)	Measurement CBM
17014	S2088	WHITE	22	4	88	146.64	183.00	0.850
	S2089	STAINLESS STEEL	02	4	8	146.64	183.00	0.850
Total			26		104	293.28	371.80	1.700

PAYMENT TERMS: [Redacted]
 BANK INFORMATION: [Redacted]
 SERENE INTERNATIONAL DISTRIBUTION LIMITED
 10/F, 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



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 65 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 Contact 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

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- Heating Panels
- Bathroom Heating
- Style & Home

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AUSTRALIAN
Heating Solutions

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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 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

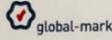
FROM YANTIAN, CHINA TO MELBOURNE, AUSTRALIA BY SEA

INVOICE NO.	ITEM NO	Description	Quantity	Quantity	Qty	N.W.	G.W.	Measurement
			CFNS	/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						
		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						3412.01	3933.04	21.99

BILL OF LADING NOT NEGOTIABLE UNLESS CONSIGNED TO ORDER

Shipper YANTIAN CITY, GUANGDONG, P.R. CHINA		Bill of Lading No. 64621283727	Export Entry No. 5/0/
Consignee (if "to order" or "order") TO ORDER		COPY DRAFT BILL ORIGINAL BILL REQUIRED AT DESTINATION	
Notify Party (to whom bills are to be sent) SERENE INDUSTRIES LIMITED 175B STEPHEN ST MELBOURNE, VIC 3013			
Incoterms APL EGYPT / ODS		Hong Kong Telephone: (852) 22641188 FAX: (852) 22641118 Shanghai Telephone: (8621) 58796099 FAX: (8621) 58725343 Ningbo Telephone: (86754) 87190709 FAX: (86754) 87180758 Qingdao Telephone: (86532) 80777788 FAX: (86532) 80673660 Tianjin Telephone: (8621) 83966180 FAX: (8621) 83862140 Guangzhou Telephone: (8620) 82555594 FAX: (8620) 82555546 Shenzhen Telephone: (86755) 88333369 FAX: (86755) 22154156 Xiamen Telephone: (86592) 2683062 FAX: (86592) 26830596	
Place of Origin YANTIAN, CHINA	Place of Delivery (if not consigned) MELBOURNE, AUSTRALIA	Place of Receipt MELBOURNE, AUSTRALIA	No. of Original Bills of Lading 3 (THREE)

Details of Cargo as Declared by Shipper			
Mark & Number	No. of Pcs.	Description of Cargo	Gross Weight / Volume
SERENE	1	1 X 20GP CONTAINER STC 505 CFS/CONSIGNEE PO NO.: 1702 MODEL NO.: S2025 15PCS OF WALL MOUNTED HEATER 2000WATT	2933.040 KG / 21.990 M ³
		MODEL NO.: S2066 25PCS OF BATHROOM HEATER 1000WATT	
		MODEL NO.: S2088SS 20PCS OF METAL FAN HEATER HIGH HEELER/STD STAINLESS STEEL	
		MODEL NO.: S2088A 8PCS OF WALL MOUNTED FAN HEATER ANTHRACITE (GREY)	
Container Seal 438847728002	Seal 70899182	Type 20GP	Weight 2933.040
		Volume 21.990	Mode CY/CY
INSTRUMENT: FOB		*STORAGE LEAD COILS and Sealed Coil (MAYBE) (P/N: 101194)	
CONSIGNEE: SERENE INDUSTRIES LIMITED 175B STEPHEN ST MELBOURNE, VIC 3013		Notes: The Merchant's release is subject to the Bill of Lading being signed by the Carrier in accordance with the conditions of the Bill of Lading and the Bill of Lading being presented to the Carrier in accordance with the conditions of the Bill of Lading.	
Remarks:		ADVICE: The Carrier is not responsible for the cargo if it is damaged or lost in transit, unless the cargo is insured by the shipper. The carrier is not responsible for the cargo if it is damaged or lost in transit, unless the cargo is insured by the shipper. The carrier is not responsible for the cargo if it is damaged or lost in transit, unless the cargo is insured by the shipper.	
SERENE INTERNATIONAL PTY LTD 175B STEPHEN ST MELBOURNE VIC 3013 AUSTRALIA Phone: +61 (0) 3930-6000 Fax: +61 (0) 3930-6995		For use in inland of Place of Receipt: YANTIAN, CHINA Place of Delivery: MELBOURNE, AUSTRALIA Separator or Consignee: GONGZHONG, CHINA Mark and Date of Issue:	



Certificate of Conformity

Global Mark Pty Ltd, verify the electrical equipment described hereunder complies with standards listed herein and certifies the certificate holder to affix the mentioned mark to products of the same type as the Registered Compliance Mark (RCM) provided that the equipment of all national parts of AS/NZS 6157 applicable to the sample are (RCM). In affixing the mentioned mark on the product, the certificate holder makes a declaration of compliance with the certification conditions and confirms that the product is identical to the product verified herein.

Compliance Mark: **AS/NZS 6157:2003**

Product Name: **WALL MOUNTED HEATER**

Model No.: **S2025**

Manufacturer: **SERENE INDUSTRIES LIMITED**

Address: **1010, 10th Floor, Block A, Alexander Industrial Bldg, 27 Wing Hong Street, Cheung Sha Wan, Kowloon, Hong Kong**

Particular requirements for zero location (IEC 60335-2-30 and AS 3083)

Type of Certificate: **Product**

Certificate Issue Date: **11/08/2015**

Certificate Valid Until: **11/08/2016**

Certificate Holder Name: **SERENE INDUSTRIES LIMITED**

Certificate Holder Address: **175B STEPHEN ST, MELBOURNE, VIC 3013, AUSTRALIA**




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: 23/Dec/2012

ATTN: [Redacted]

PO NO.	PO QTY	DESCRIPTION	QTY	UNIT PRICE	AMOUNT
2	52	SERENE HEATERS Wall Mounted Fan Heater 1000W	52	10.00	520.00

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-16
 Invoice No.: 17014

170 Serene AUSTRALIA
 Suite 201 / 125 B 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	S2088W	WHITE Serene Bathroom Heater	12	4	52	146.54	183.90	0.850
	S2088S	STAINLESS STEEL Serene Bathroom Heater	12	4	52	146.54	183.90	0.850
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 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 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, is confidential information which is provided in good faith to you only. If you are not the named addressee, 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 named addressee you should not disseminate, distribute or copy this e-mail.

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
Serene - International Customer Service – Hong Kong

From: auenquiry@serene-ind.com <auenquiry@serene-ind.com>
Sent: Monday, 1 August 2022 8:00 PM
To: 'Joseph' <@hotmail.com>
Cc: 'Charlotte Reid' <charlotter@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
His name was [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 <@hotmail.com>
Sent: 01 August 2022 07:45 AM
To: AUenquiry@serene-ind.com
Cc: Joseph <@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.

2

The advertisement features a white towel rail with the 'serene living' logo at the top. The background shows a bathroom sink and a window with a view of greenery. A list of product categories is displayed on the right side of the image.

- 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:

*Oh forget it.....I wouldn't waste my time with *Serene Industries and their bullsh*t* - we have just refunded the customer.*

*We have already *thrown all our Serene heater stock in the f**king skip.**
*Serene products are junk – 10 Year warranty that turns into Wikifrauds – *what an absolute 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. 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: Various Electrical Wholesalers, TAS from 2020

BACKGROUND:

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

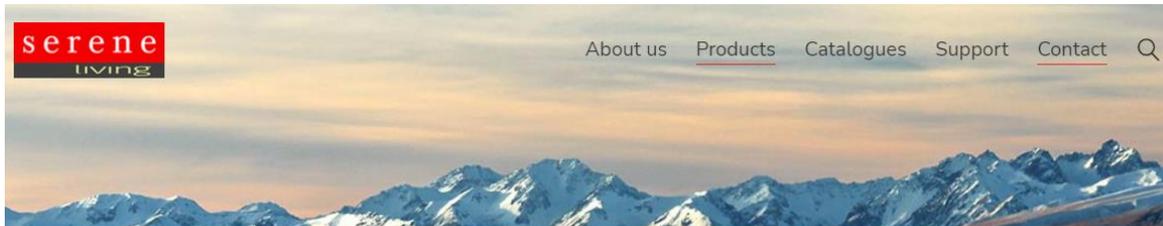
OUTCOME:

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 CONFIRMS:

*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 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	<input type="text" value="Buy Online from Australia !"/>
EUROPE	



Supporting information 1.

WIKIFRAUDS enquiries have lead us to the Founding Director and principal financial backer of Serene Heating Australia Pty Ltd.

We understand that they were Woodward's principal Australian licensee and distributor based in Melbourne from 2015.

They speak to WIKIFRAUDS on the condition of anonymity; they "bitterly regret" ever getting involved with Christopher Woodward and Serene Industries Ltd.

However our collective discussions and findings would leave few surprised that Woodward's business in Australia has ended up on WIKIFRAUDS.

"We are not at all surprised in the least that this debacle has ended up on a forum like this, there are many real pissed off customers that have been abandoned by Serene Industries Ltd including ourselves and there will be more to come, mark my words.

"This situation of Woodward declining warranty claims is not something that has started just recently in 2020 over just one or two annoying customers with failed heaters"

"The fact is that our company Serene Heating Australia P/L never received an ounce of product or warranty support since the day we commenced selling Serene Industries products in 2015 and the generous Serene Industries warranty assurances are literally not worth the cardboard they are printed on."

"Our issues with Christopher Woodward go well beyond these warranty claims – he, his business and his products are very troubled and highly problematic. I mean every which way I cannot think of a single redeeming feature, Woodward and the whole operation is just a liability for anyone that encounters it."

"Fundamentally, half of all these issues gets down to technical trade training and experience – I ventured into Serene because I am a registered sparky by trade, and I have a deep technical / electrical understanding of the products as well as the customer's needs."

"Woodard has zero trade training or technical experience, absolutely none. The man couldn't start a motor mower."

"Serene is the only example I have ever seen of a manufacturer of electrical products that is owned and directed by someone with no electrical experience or qualifications at all with the products he is making.....the only thing that is been abundantly clear working in Serene - is that Woodward has little to no idea what he is doing."

"All this is likely to get much worse – inevitably all Woodward needs is a serious fire or injury caused by just one of his Serene heaters and he will very easily be staring straight down the barrel of criminal negligence. We have already cautioned him on this many times."

"It is one thing to decline a customer warranty claim for a legitimate technical or commercial reason – but it is something completely different to repudiate a warranty claim citing that your business and products has never even existed in Australia when he product was sold - and that the customers Serene product can only be an dangerous and illegal knock-off that is not safety certified."

"In reality the only reason that a Serene product was not legally safety certified was because Woodward let most of the Serene certifications expire."

"We took a snapshot of the product compliances schedule published Serene Industries in October 2020 – and half the entire product range had no legal compliance. This ranged from no compliance published at all – to safety certification 8 months expired – to one core product that was 3 years past its final expiry date."

*"Yeah 3 years, not 3 days or 3 weeks. 3 YEARS FOR F*** SAKE! I mean imagine trying to defend a safety or fire incident with that – could you imagine?"*

"In anyone's language this would be gross negligence and completely indefensible – this is precisely the sort of thing that company directors end up locked up for."

"As it stands right now and at the very least, all Serene insurances worldwide would be void. No insurer in the world underwrites gross negligence or fraud, and any insurance investigator would very easily and swiftly unravel Serene Industries / Christopher Woodward's deceit."

Documentation

extracted from serene-ind.com 29/10/20

 Instruction Manuals

 Product Specifications

 Declaration of Conformity

 Compliance Certificates

Compliance Certificate

They can be accessed and downloaded below or from the relevant product pages.
All Serene products comply or exceed safety standards.

Panel Heaters

Clima | S2030/31

Intimo | S2026/27

Primo | S2024/25 *expired 8 months*

Serenity | S2020/21

Sirio | S2028/29

Bathroom Heaters

All Metal | S2088 *expired 3 years! ago*

Classic | S2068 *no compliance cert*

NZ Favourite | S2078

Tesoro | S2033

Space Heaters

Elite | S2067 *expired 18 months ago*

Optima | S2055

Roma | S2044 *no compliance cert!*

Sciolto | S2059 *no compliance cert!*

Outdoors

Appollo | S6069

Fresco | S7070

Heat & Beat | S6064

Shadow ULG | S6065 *expired nearly 12 months ago*

Shadow ULG | S6066 *expired nearly 12 months ago*

Sorrocco | S6068

Towel Rails

Simplice Square | SS5

Simplice Square | SS7

Simplice Square | SS7W

Simplice Round | CC5

Simplice Round | CC7

Trade Connection | TC5

Trade Connection | TC7

Accessories

Digital Scales | S4011

Parisian Mirror | S4022

Venice Rack | FTRC-S

"At the rate Woodward is tracking he is well on his way to having his whole business upended on prime-time TV 60 Minutes or the like. We have already cautioned him on this many times – already you can see talking here that he is well on his way to such an outcome – another customer has already talked about going to TV CH9."

"If we are asked to front up and explain our involvement with Serene on national TV, we are happy to do so as we have nothing to hide"

"Our conscience is clear, we have done all that we could have, and should have done, to support - at our cost – all customers that purchased any Serene products from us."

"Whilst one customer has already indicated they are taking their Woodward encounter to CH9 A Current Affair – others we understand have already filed complaints with the Small Claims Court, Australian Consumer Advocacy, ACCC, legal forums and Wikifrauds, with several of these organisations confirming to us that Serene has been reported to them."

"When we commenced representing Serene Industries in Australia in 2015 they had nearly every major electrical and plumbing outlet on their books, there are nearly 800x outlets across Australia. Today every one of them without exception has since dumped Christopher Woodward and run a mile, just as we did."

"From very early on since we commenced in 2015 the warning signs of Woodward's instability, vitriol, irrational behaviour, deceitful tendencies and toxic company culture were actually all there from the very first meeting in Hong Kong when Woodward invited us to take over Australia."

"This is all incredibly sad considering the industry reputation of Serene's 55 year old predecessor. Woodward took over a leading successful New Zealand manufacturer's heating division in 2012 and rebranded it Serene Living. He invited us to become involved in running Australia for Serene Industries in 2014."

"Emanating from this leading manufacturer Woodward had an impeccable Masterclass birth right in the heating business with flagship heater models spring boarding off a tier one quality legacy spanning five decades. Being offered such an opportunity is normally the best you ever wish for in this game, once in a lifetime material."

*"Serene Industries should by now be really humming in Australia. Instead in just five short years under Woodward has eroded all that 50 years of effort and reputation down to this level of completely unworkable bulls**t, lies and deceit. Whilst it would be easy to say that this is just my opinion – the fact is that Serene Industries business products are categorically uninsurable in Australia."*

"All Woodward ever achieves is risking good men their careers and bringing even the most experienced industry operators into disrepute."

"From all have seen of his involvement in this industry, almost everything and everyone connected to Woodward has a bitterly unpleasant and costly end. "

"As for Woodward and Ong's narrative that Serene Industries has never had a business or products in Australia prior to 2020 – frankly I have never heard so much shite – especially considering all his prior business history in Australia going back to 2014."

"Christopher Woodward is clearly unhinged, but Jeff Ong (Wong) as he now calls himself, is just Woodward's fall guy. A subservient office manager, a yes man, pushing out fraudulent emails to Australian customers under Woodward's pen. No experienced senior manager or director would stand for it, none of them have, they all walked in New Zealand – just as we did in Australia."

"There is no senior personnel left in Serene, just Woodward and Ong telling customers that Serene products have never been in Australia but the brand is launching from June 2020 – whilst the real Serene distributors, resellers and customers from as far back as 5 years ago are left stranded with nothing."

"Fundamentally, what Christopher Woodward completely underestimates is that this is 2020 not 1980 and cross-checking things now is so easy."

"Recent history has proved that even the most determined and manipulative crooks in the world are swiftly pulled over with a single social media post."

"Woodward's core problem is actually himself, he is his own worst enemy, an inveterate liar with a devious disposition that continually gets in the way of good business and decision making".

“It was foolhardy of us to think we can invest and work with someone who will not be worked with. We should have terminated discussions right then at the first meeting, instead we unwillingly tolerated Woodward’s endless crap for a year and half and sacked him far too late.”

“However in our own defence, when one reconciles Woodward’s fraudulent statements ending up on Wikifrauds with his original Serene Australia business plan drafted in 2015 – you couldn’t make any of this twaddle up writing a fiction.”

“Of significance, we specifically note and agree with one customer:

“That if all these statements by Christopher Woodward and Jeff Ong are in fact true..... that any Serene branded products that are in Australia prior to 2020 can only be as a result of an illegal group of Serene Industries imposters peddling dangerous and illegal counterfeit Serene branded products since 2015 via an illegal ASIC registered company using the Serene name.....that even has Christopher J. Woodward registered in as a shareholder...

.....then it is a wonder why, after five years, that Serene Industries Ltd / Christopher Woodward has not filed any official complaints whatsoever with either; Mainfreight – PayPal – ASIC - the Safety Regulator - ACCC - or the Police?”

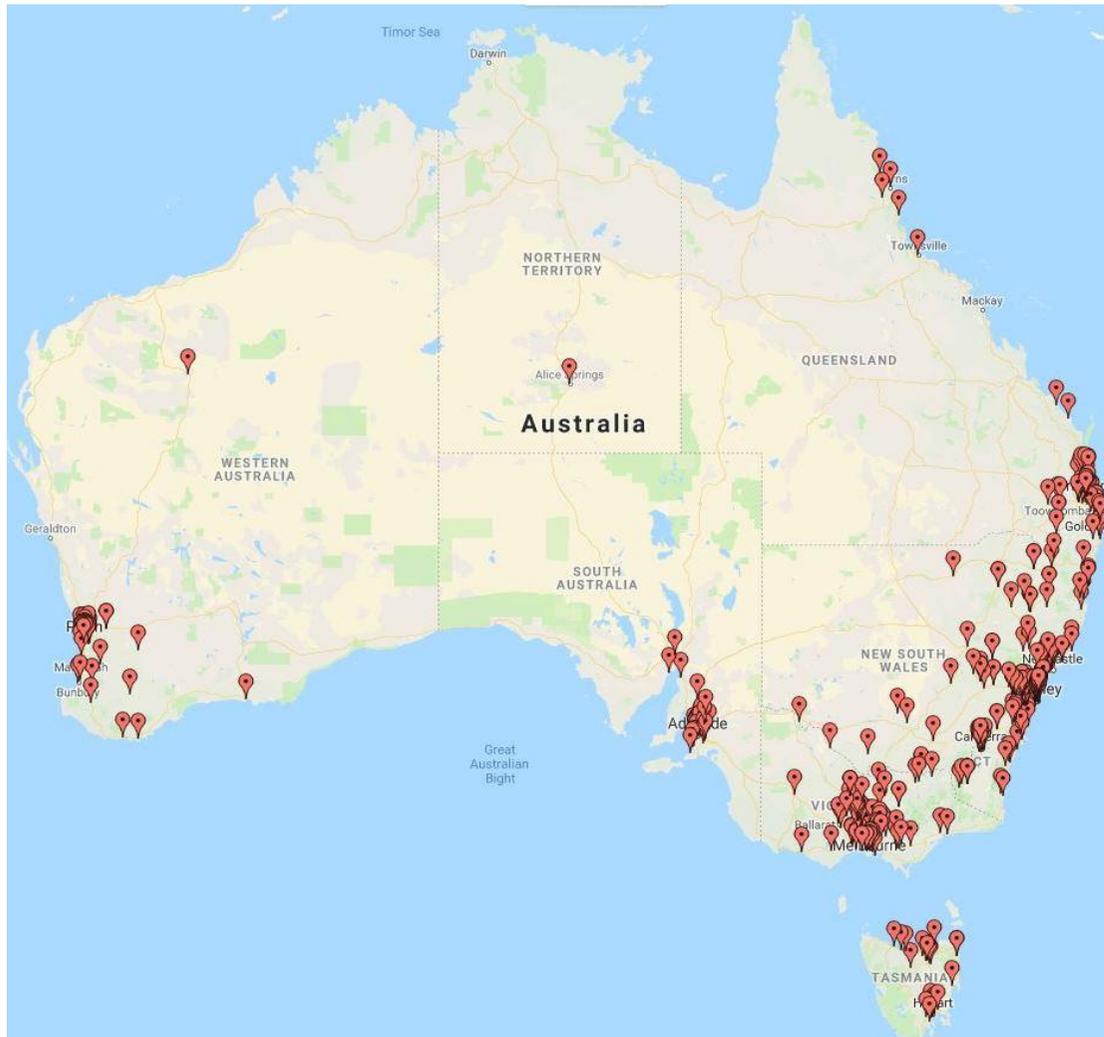
Supporting images 2.

1. The Serene Australia business that Christopher Woodward tells everyone has never even existed prior to July 2020.

“As an example of how swiftly all of Woodward’s nonsense is unravelled, I will forward you a snapshot of the map locations for all Serene customers across Australia that we had published at the time we terminated our involvement in 2017.”

“There are over 1000 Serene customer pins on the map, representing many more individual products sold.”

“Behind that map are enough communications, invoices and shipping docs to fill a room, and every single one of them has both Woodward or Ong’s signatures attached.”



I'll also send you photos of Serene Heating Australia P/L warehousing and despatch in Melbourne taken in late 2015.



Attached is a file copy of the 2016 Australia product catalogue – this was supplied by Woodward in late 2015 and even has his signature on it!

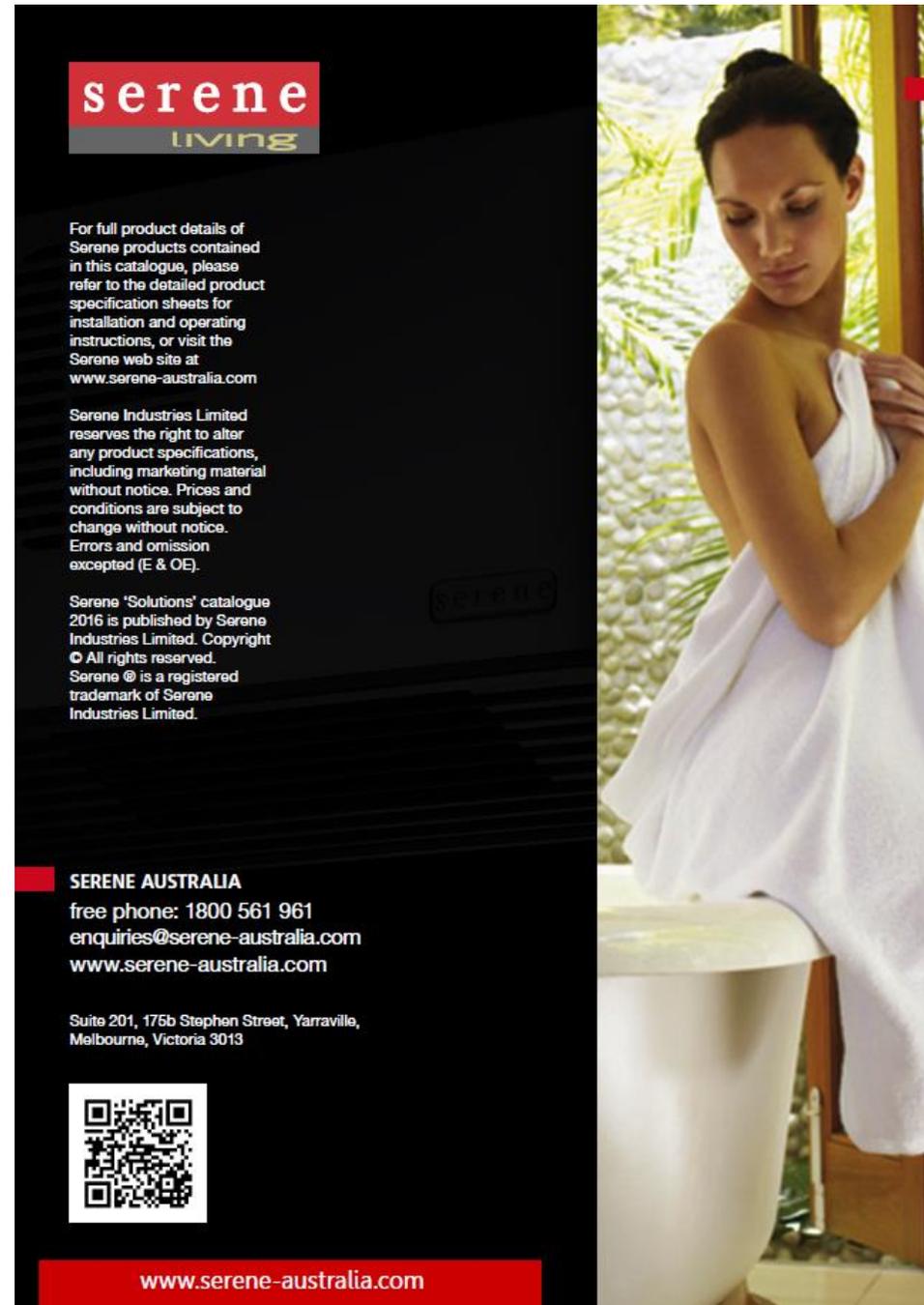


serene
living

Towel Rails
Space Heating
Heating Panels
Bathroom Heating
Style & Home

2016
AUSTRALIAN
Heating Solutions

www.serene-australia.com



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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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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.

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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

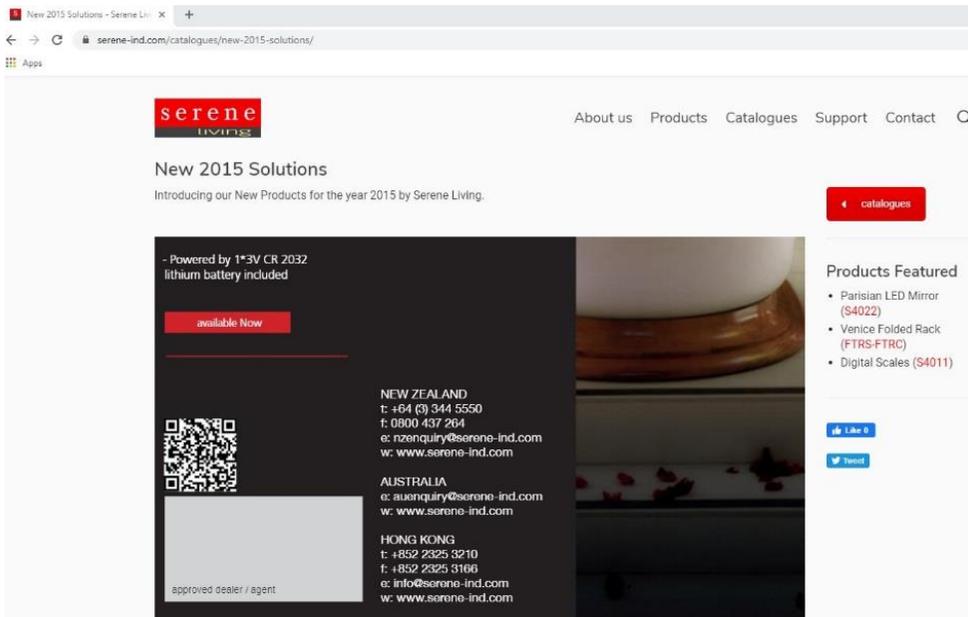
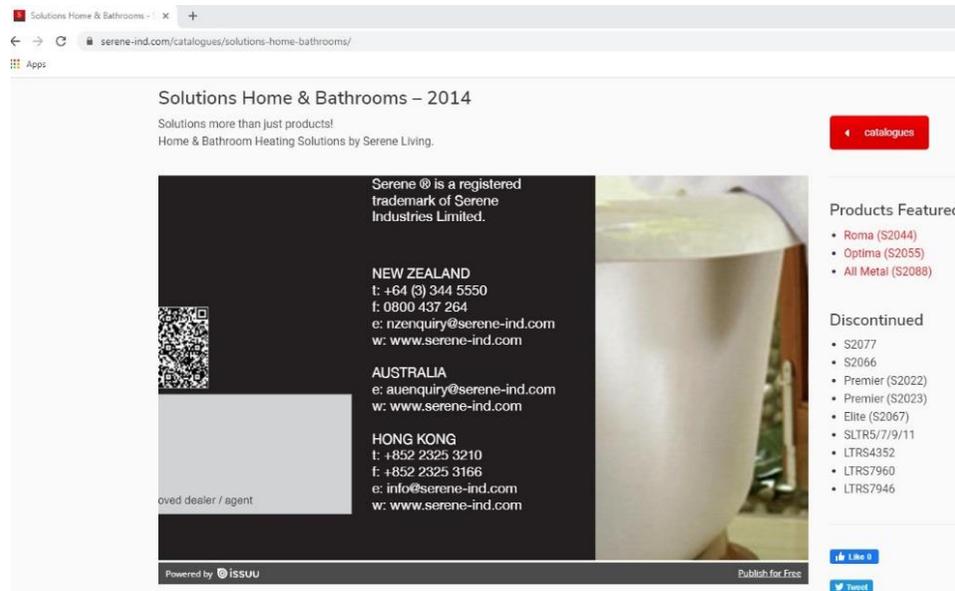
3. Photos of the various Serene Industries Ltd product cartons taken between 2015 and 2018.

“Attached are images of the various Serene product cartons since 2014, without exception they all have the Australian office details included.”



4. Sample screen shots of the various Serene sales brochures for 2014, 2015, 2019 as are currently published (2021) on Serene Industries www [www serene-ind.com](http://www.serene-ind.com).

“Without exception these all include the Serene Australian office details.”



2019 New Products Catalogue

New Dimensions in Home Heating.

Presenting our latest products, Sirio, Sciolto, Tesoro, Serenity and Fresco.

← catalogues



Products Featured

- Sirio (S2028)
- Sirio (S2029)
- Sciolto (S2059)
- Tesoro (S2033)
- Serenity (S2020)
- Serenity (S2021)

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Bathroom Heating Solutions

Solutions more than just products!

Bathroom Heating Solutions for 2019 by Serene Living.

← catalogues



Products Featured

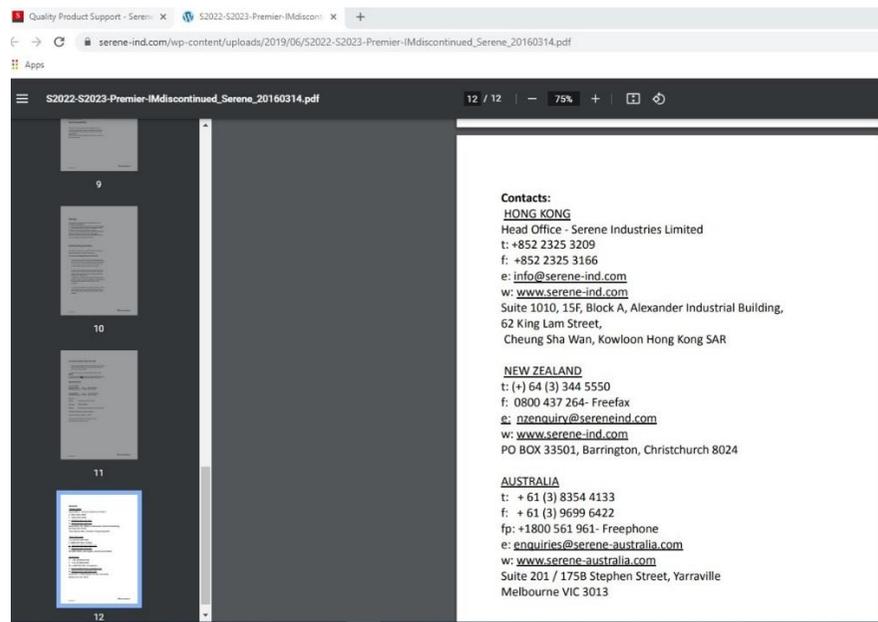
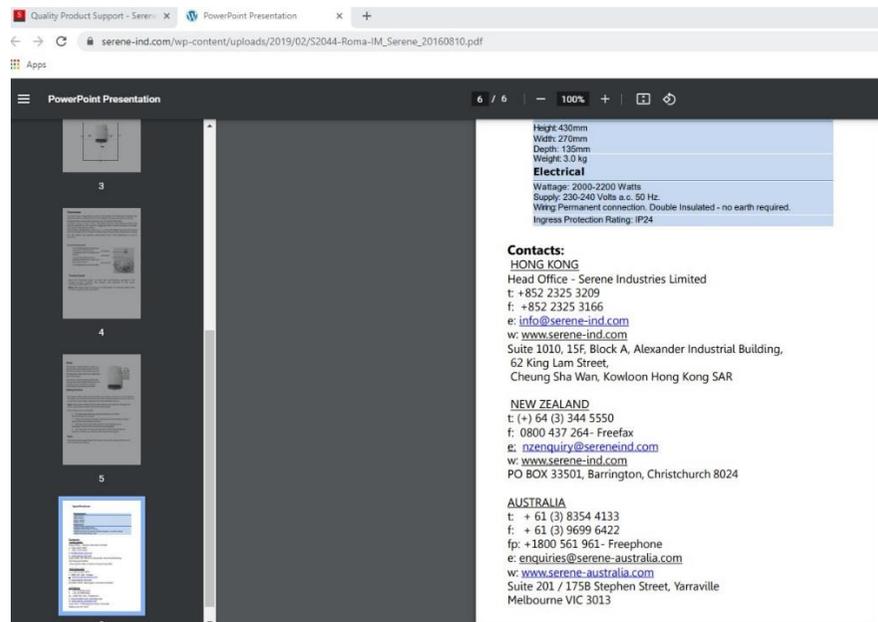
- Classic (S2068)
- Chateaux (S2078)
- All Metal (S2088)
- Roma (S2044)
- Tesoro (S2033)
- Sirio (S2028)
- Sirio (S2029)
- Sciolto (S2059)
- Simplic Rail 5bars (CC5)
- Simplic Rail 7bars (CC7)
- Parisian (S4022)

Like 0

Tweet

5. Sample screen shots of the various Serene product instruction manuals published by Serene Industries www.serene-ind.com since 2014.

“Without exception every manual also includes the Serene Australia office details.”



Supporting information 3.

WIKIFRAUDS has also spoken to the Sales Director of Serene Heating Australia Pty Ltd.

They also speak on the condition of anonymity; they also regret their involvement with Christopher Woodward and Serene Industries Ltd.

“I concur with what has been said prior.”

“We commenced with Woodward in late 2015 at his invitation to be the exclusive Australian representative for Serene Industries Ltd.”

“On paper his opportunity was fantastic, Woodward has the rights to the ‘Mercedes Benz’ of heater brands coming from an impeccable 50 year tier one quality legacy that we knew very and they had numerous reseller merchants in all states.”

“In reality, our experience with Woodward would rank easily the worst that I have personally experienced in 55 years of international business, including in the appliance industry.

“Serene under Woodward barely fits the definition of a business - I cannot think a single redeeming feature of Woodward and Serene Industries - just an endless daily trail of angry, toxic, deceitful nonsense all with no purpose or result – all represented publicly by bad products, angry customers and WIKIFRAUDS.”

“Woodward’s lies and deceit change every day and overlap, his denials and litigious claims being without any basis - and are in response to investigations into Serene Industries that Woodward triggered himself.”

“Aside from Woodward’s fraudulent releases that drives these customer complaints ending up on WIKIFRAUDS;

- His Australian market strategy is completely flawed and outdated.*
- Most of Serene’s products are poorly suited for Australia.*
- Then his product quality is crap, I mean it is absolute shite - the worst quality and safety that I have ever experienced in 50 years.*
- Then on top of all that the safety compliances are frequently left to expire, legally Serene shouldn’t even be trading.*
- Whilst the warranty assurances are now absolutely ridiculous by industry standards (up to 20 years) – all the while the actual Serene warranty support is absolute zero.”*

“It all just gets mixed up into a potpourri narrative that has no logic, no plan and most certainly nothing is ever thought through – the whole show is a complete nonsense – just unworkable, un-investable, un-insurable, toxic madness.”

“Since late 2015 the only thing we have achieved is being out of pocket AUD\$1.6M and wasting 3.5 years of our lives - there is nothing else to show for it.”

“We have been gone from Serene now 3 years and we understand that the only thing that has changed in that camp – is that everyone in Serene Industries Ltd worth their salt has just walked out, and of the business that we were pursuing in 2015 there is literally no one left.”

“The kindest I could describe Woodward / Serene Industries is a cross between an abusive marriage and a Nigerian scam. This is because we paid Serene Industries / Woodward cash in advance for hundreds of thousands of dollars’ worth of Serene product from his factory shipped to Australia – and whilst product did arrive it was different to what was included in the original business plan – and those cartons may as well have had bricks in them for all the poor quality and electrical safety issues they gave us. All coupled with less than zero warranty support.”

“For all but one fan heater product in the entire Serene range, we ended up sending almost all of our containers of product to scrap, the quality and safety concerns were so bad and unworkable.”

“Frustratingly and fundamentally there is actually little wrong with Serene. I was instrumental in building the largest production line of electrical fan heaters in the Southern Hemisphere in the early 1980’s and I knew the Serene predecessor company mentioned prior very well. Woodward owns the quality legacy of one of the best heating brands in this part of the world – the guy has all the ingredients to be a multi-millionaire with a tier one reputation.”

“Serene Industries / Christopher Woodward’s core issues are four-fold;

“Firstly, *Woodward is devious and deceitful by nature, a one man show, an imposter, a swindler, a bigoted know-all who won’t take advice or listen to his senior managers and customers. Even in the business of being devious – Woodward is not smart, he doesn’t cover his tracks at all – maybe he just doesn’t care, or he simply can’t as there is so much of it going on.*

“But Woodward does have an answer for everything – I well remember asking Woodward face to face after only 90 days in Serene that the towel rails that he shipped are poor quality and unsafe and we want to change them. Woodward’s only retort was to blurt out that all Serene heated towel rails are absolute rubbish crap – and that was it, we had just paid Woodward nearly \$100K for them and ‘rubbish crap and unsafe’ was business as usual.”

“That towel rail conversation got heated real fast and included Woodward saying the actual problem is we cannot sell, we have the wrong customers, we don’t understand manufacturing……all the way to threatening termination. We had only been there 90 days and I came out of that meeting knowing our days with Woodward were numbered”

“However the one thing that never changes is that when business is good Woodward will be there front and centre claiming everything as his own - when things are difficult, he is fleeing for the jungle pretending he was never even there.”

“Secondly, *Woodward is technically inept, a pure salesman with no electrical or technical trade based training or skills. When it comes to the electrical wiring and safety regulations, Woodward simply hasn’t a clue.*

“The Australian directors are the only personnel inside the whole of Serene that has deep electrical / trade experience. The rest are at best a group of sales executives. In any other manufacturing business normally the technical expertise goes right to the very top of the business.”

“On another occasion I well remember sitting in an airport café in Hong Kong drawing a wiring diagram for Woodward, insisting that he address a critical electrical safety issue on a fan heater. I may as well have been speaking Swahili for all the result it got - which was less than zero.”

“Frustratingly most of Serene’s product difficulties arise because of such silly little technical mistakes at the direction of Woodward, that are actually really easy to remedy at the start and at negligible cost – if you know what you are doing.”

“In my former life in electrical and appliance manufacturing game, one would be sacked on the spot for putting Woodward’s crap up for even a minute, as it only demonstrates absolute incompetence and a business that you clearly shouldn’t be in.”

“Instead of Woodward taking advice and swiftly taking corrective action, the more that we identified the serious technical shortcomings in most of the Serene products – the worse Woodward gets. Woodward’s only corrective action is to retort and pontificate how long he has been in this business and how successful Serene is.”

“Woodward would wield threats of license termination if you recommended any product quality or safety improvements.”

“Thirdly, *Woodward has no proper corporate governance to regulate his reckless behaviour. Nor does he respect or even understand the legal and statutory obligations to his shareholders or licensees.”*

“Despite Woodward’s public image that Serene is an international brand in 3 countries - akin to a public company - the total governance is just Woodward, a one-man band accountable only to himself.”

“Serene Industries is just Woodward running a shonky heater business his way, always using other people’s money, all with no proper governance or management systems.”

*“**Fourthly**, Woodward completely underestimates the internet in 2020. His deceit and reckless antics are so easily and quickly cross checked and proven fictitious via public and company records.”*

“Woodward will never be truly successful in this business or with whomever he manages to rope into Serene in future – he is incapable of success at this level, it is completely beyond him.”

“We understand that our company was actually the 4th attempt at Serene in Australia under Woodward since 2013. The fact is that no one prior to us lasted with Woodward either - we lasted the longest at 22 months. Sadly knowing the way Woodward operates, I don’t think we will be the last.”

Updated 2022: WKIFRUADS are aware that another subsequent Australian agent has been selling Serene products since 2020, sure enough failures have started and there is not support from SIL/Woodward – all whilst they discover that Woodward’s official Australian office published online does not actually exist.

“We finally terminated Woodward / Serene Industries on the spot in late 2017 after putting up with his madness for 22 months. I only regret that we didn’t sack him sooner.”

“Woodward has now forged such a trail of deceit and earned such a poor reputation that it would be impossible to reverse or defend - such is the overwhelming amount of prior Australian business history that contradicts everything he says.”

*“In the end the only thing that we can deduce from this myriad of toxic madness; is that Woodward is an imposter that who believes his own bulls**t if he thinks about it long enough.....he is a cross between Arthur Daly, Trump and Walter Mitty.”*

*“As for Woodward / Jeff Ong saying they have never heard of us or our business in Australia – what an absolute crock of shite!
I’ll send you a photo that I took of Jeff Ong in December 2015 whilst he proudly hosted us on a Serene Industries factory inspection... this was at the behest of Christopher Woodward.”*



Jeff Ong
Commercial Manager

Supporting information 4.

WIKIFRAUDS enquiries have also led us to an ex-online reseller for Serene in Australia, HEATCO AUSTRALIA P/L.

WIKIFRAUDS has substantiated the following about Heatco Australia.

1. Australian ASIC Company records confirm:

- (a) Heatco Australia Pty Ltd was registered in July 2016 in Melbourne. (ABN 16 613 418 518)
- (b) The company is controlled by the same people that control Serene Heating Australia P/L as well as being registered to the same office.

2. Company records provided to WIKIFRAUDS substantiate:

- (a) Heatco was fully licensed to sell Serene Industries products exclusively online via a standard Trade Agreement with Serene Heating Australia P/L. This was signed off by the Serene Directors in late 2016.
- (b) Heatco represented sold many heating brands, Serene was only one.
- (c) Until June 2020 Heatco has honoured all of its Serene heater warranty claims to the satisfaction of all customers.

3. We note that with Heatco

They publish consistent and extensive positive customer feedback on its website, WIKIFRAUDS can see no obvious reason why Woodward / Ong are consistently scathing of Heatco. Especially their online product sales inferring that online trading brings Serene into disrepute – and especially when Serene Industries website also commenced promoting online sales for Australia.

WIKIFRAUDS has also spoken with the principal Founder and Director of HEATCO AUSTRALIA P/L.

Whilst we have already spoken to them regards their participation in Serene Heating Australia P/L, we have sought their comment about their involvement in Heatco Australia.

“It is correct, that the two companies Serene Australia and Heatco Australia are closely related and this has always been a matter of public record.”
“Heatco and Serene Australia have never hidden the fact they share common ownership.”

“Heatco was established as an independent digital reseller of heating products in Australia and New Zealand, authorised under a standard Serene Australia reseller agency agreement.”

“Heatco and Serene operations were always run completely separate - Heatco was just one of many of Serene customers in Australia - and Serene was just one of many heating orientated brands that Heatco sold.”

“However Heatco was a key foundation customer/outlet for Serene Australia. This was because it was quickly determined that the success of Serene in Australia lay in direct sales to consumers and installers, not with 3rd party electrical wholesale and plumbing merchants. Vertical integration was absolute key and no other reseller had Heatco’s market connectivity.”

“Heatco paid its own way and purchased its Serene stock from Serene Australia and ran its own separate warehouse and distribution.”
“In return Heatco expected Serene Australia to provide full product support, just as it did from all the other product brands that it sold.”

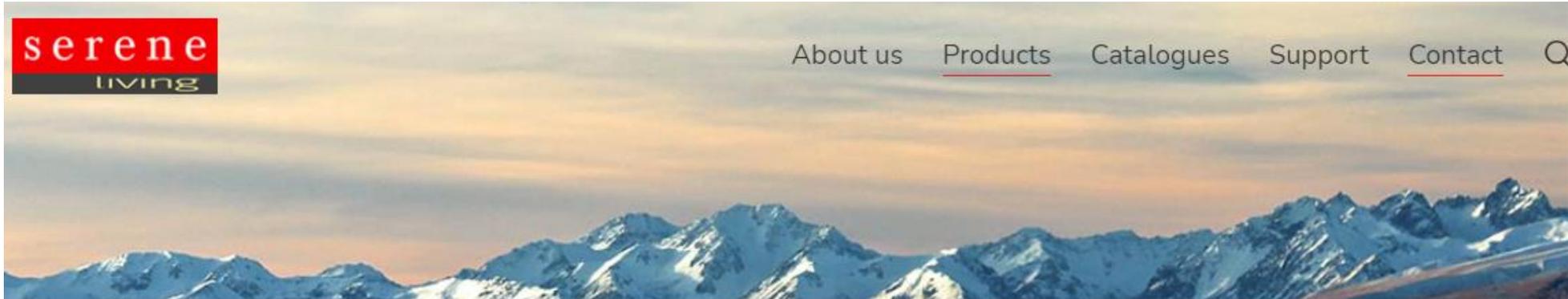
“Heatco continued to operate as a reseller of Serene products after Serene Australia terminated their association with Serene Industries in 2017 – however this was only to run out the remaining Serene stocks that we had already purchased.”

“This nonsense that we read about Christopher Woodward / Jeff Ong (Wong) claiming that Serene Industries Ltd has never been involved with Serene products in Australia is just that – utter nonsense. Just typical Woodward hiding behind pure poetic licence and semantics based on a myriad of loose skewed fact and half-truths only to suit himself.”

“This Woodward is actually a completely unhinged nutcase”:

“Firstly, he recommends to all Australian customers that any online based Serene product sales - are via the “murky, grey and dark web” - and this only brings Serene brand into disrepute – and these dodgy online sales need to be stamped out.”

“Then in the next breath..... Woodward and Ong proudly announce to the same customers that Serene Industries has launched the Serene business/products online in Australia.”



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.

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UNITED KINGDOM

EUROPE

“Secondly, Woodward declines all warranty claims and recommends that the customer should report their illegal and dangerous counterfeit Serene products to both the Safety Regulator and the Small Claims Court.”

“Then.....Woodward proceeds with formal litigation against the Directors of Serene Australia and Heatco Australia for damages and defamation - as a result of Serene products being reported to the Safety Regulator, Small claims court and the various Consumer advocacies.....all the while it was actually Woodward's own customer communications and recommendations that triggered this reporting.”

“This charade and potpourri of utter madness illustrates precisely the product of Woodward being unable to keep track of his own web of lies and deceit.”

SUPPORTING INFORMATION

1. These are two key trade agreements for Serene in Australia.

(a) Serene Industries / Woodward authorising Serene Heating Australia P/L to represent his business for all of Australia – signed by Woodward October 2015.

(b) Serene Heating Australia P/L standard reseller agency agreement. (This one depicted is for Heatco Australia P/L – signed in Jan 2017)



Additional testimony supplied from ground zero, October 2017

My name is Anna and my dad is the person described here as the largest know victim of Serene. I remember he started in the Serene business in Australia in 2015.

Whilst I know a lot about the Serene business, my dad has never mentioned Wikifrauds to me and I found this story by accident on Google looking up Serene. I know the Serene story well and I have seen the damage of working with Christopher Woodward first hand, through my father.

I have read on here the claims that Serene never existed in Australia and Christopher Woodward says he has never heard of my dad. I am like WTF?

I remember my dad being asked to fly to Hong Kong to sign Serene with Christopher Woodward in late 2015.

I also remember helping my dad set up the Serene office in Melbourne during Christmas 2015, and the Serene business is all my dad did during 2016 and 2017.

I saw the faulty products first hand at the Mainfreight building in Melbourne in October 2017. My dad asked me to help him with a quality check of all Serene products and my dad flew me over from New Zealand, I was then 13 years old.

I remember my dad suddenly became very concerned about why all the customers were sending their products back because of quality and compliance, so he ordered a full check of every product in the Mainfreight warehouse. He took every pallet off the shelves, and opened every carton and he checked every heater for himself.

For 5 days, we spent 12 hours a day quality checking all the boxes and plugging in every heater. There were hundreds of pallets, many more hundreds of cartons and products, there was stuff everywhere. It was a massive job including for the people at Mainfreight but they were really good about it and could see we had a big problem.

From the minute I saw the first boxes being opened, I knew that this was bad. The look on my dad's face said it all.

Even at 13yo I could tell the Serene products had a lot wrong with them. By the end of the Mainfreight job they were a nightmare.

My dad had prepared a pile of reds tickers saying QC 2nd GRADE and he asked me to make an separate area for the good products and another for the bad products. When we finished there was nothing sitting in the good area and every single box had a red sticker on it.

The products that I saw was so shocking, even for 13 yo I have never seen such s**t quality product, and I could not understand how they even got through the factory before being sent to Australia.

There were bent towel rails, power LED lights glued in and hanging by a thread, twisted mounts, parts missing, pieces broken off, almost everything had dents and scratches over it. Then there were other heater products that looked nice, but they just didn't work when we plugged them in. There were heaters that made the loudest banging noises. Then there was another group of returned heater cartons that customers had written in big red writing NO SAFETY COMPLIANCE – ILLEGAL

I remember my dad asking Christopher Woodward to come urgently and have a look at these products himself. But he never came, even when my dad even offered to pay for his plane tickets. I think CW then just stopped answering all calls from my dad and he never spoke with my dad again.

We repackaged everything up and I remember my dad said that everything was useless and would have to be turned into scrap metal.

After the long hours and days we were at Mainfreight it was the biggest relief to get it out of our sight and never have to see this product again.

However one thing I also realised, was that that this was the end of the Serene business for my dad, as there was nothing that was good about it.

When we finished at Mainfreight I thought that would be the end of it but I was wrong, the customer complaints and returns of Serene products that my dad had to answer early every week since, just keep coming and wouldn't stop, and 5 years later they still don't stop.

This man Christopher Woodward has so far caused 7 years of grief for my dad. Working in business with him for 2 years that was stressful enough, but then the Mainfreight job and a further 5 years of warranty claims.

Christopher Woodward is like a modern-day con artist. I have watched TV documentaries on people just like him. As someone seeing the damaging effects of what Christopher Woodward does, all I can say is NEVER, EVER do business with him.

I read that Christopher Woodward has actually told everyone that Serene has never had a business in Australia and the products were never supplied by him and were never even made for Australia. Seeing this I am like W-T-A-F ?

Also I read Christopher Woodward claims that my dad was an illegal internet scammer that has already been shut down by the authorities. OMFG are you actually for real ? what a load of absolute BULLSHIT !

What Christopher Woodward should do is ADMIT he is in the wrong, and fix the products that HE made and supplied and pay all the warranty refunds. Then he should apologise to all those customers that he has told lies to as well as my father.

Christopher Woodward say all you like but HERE ARE MY PHOTOS that I took in October 2017 of YOUR products that YOU sent to Australia that you say never happened before 2020. If you really knew anything about running a business properly, I wouldn't be having to write this.

But you will by now realise that my Dad was the absolute wrong person you could choose to screw over like this. I know that until he gets his money back, and if it takes until the end of your days, my dad will be chasing you. But by now you already realise that.

I am now nearly 19 years old, and my dad taught me respect – but Mr Woodward you are a COMPLETE F**CKING ARSEHOLE and I have none for you – only because I have seen your bullshit with my own eyes and what you have done to my dad affects me as well.

You're welcome!
Anna





