

Researchers in Business

Ductair



The Company

Ductair is a South Australian manufacturer and supplier of air conditioning ducting and fittings to the air conditioning, ventilating and heating industries.

Established more than 30 years ago, Ductair is a one stop shop for air conditioning componentry and all of its manufactured ducting products are 100% Australian made.

Over recent years, Ductair had developed its brand and reputation, along with its marketing profile and industry standing, as a platform for future expansion.

The carbon neutral company prides itself on developing unique and innovative solutions for the industries it serves.

The Opportunity

Ductair continues to grow and sees the development of environmentally friendly and sustainable products as a key vehicle to achieving this continued growth.

A challenge for Ductair was to achieve third party robust testing and verification of the efficiency levels of its Energy Smart™ Flexible Duct product.

Energy Smart™ Flexible Duct has been on the market for three years and Ductair has historically promoted the product as having a high thermal rating.

Energy Smart™ Flexible Duct:



However, the company sought more tangible and quantifiable data in order to demonstrate to households the efficiency levels of the product, as well as the energy savings and reduction in CO2 emissions facilitated by its use.

AIC Assistance

The AIC in partnership with Innovate SA assisted the company to access the Australian Government's Enterprise Connect Researcher in Business (RIB) Program.

The program provides up to \$50,000 to small and medium size businesses to help cover the costs of accessing a researcher to assist them develop and commercialise new processes, products and services.

Fast Facts

- ➔ Ductair engaged with the AIC to access the Australian Government's RIB program
- ➔ Collaboration with the University of South Australia Sustainable Energy Centre led to third party testing which quantified the efficiency levels and energy saving of Energy Smart™ Flexible Duct
- ➔ The ability to demonstrate quantifiable efficiencies of the product has developed significant competitive advantage for Ductair



The Australian Institute for Commercialisation (AIC) is a leading service organisation helping innovators achieve commercial success. Around Australia, the AIC helps business, research organisations and governments convert their ideas into successful outcomes.

“The value provided by Researchers in Business program has been significant to Ductair. Quantifying the efficiency levels of our Energy Smart™ Flexible Duct provided has provided significant competitive advantage in the marketplace with a key differentiator.”

Reuben Kelley | Ductair

Researchers in Business: Ductair



Ductair was keen to engage with the RiB program in order to access the third party research resource required to verify the efficiency levels of Energy Smart™ Flexible Duct.

The AIC helped Ductair to compile the RiB grant application, facilitated the prompt approval of the award and helped Ductair to structure a project and proposed relationship with University of South Australia (UniSA) Sustainable Energy Centre (SEC) researchers

Outcomes

UniSA SEC researchers tested and evaluated the Energy Smart™ Flexible Duct in order to establish quantifiable efficiency and sustainability levels:

- Saves up to 9% energy use and greenhouse gas emissions
- Reduces peak power demand by 30%
- Exceeds Australian Building Code for all of Australia
- 87% higher thermal rating
- Made using up to 80% recycled Glasswool insulation

This has enabled Ductair to communicate to its marketplace the efficiency and sustainability levels of an independently verified and tested product which has delivered competitive advantage and a significant unique selling point in the market place.

Ductair has seen a notable increase in sales of the product since the UniSA SEC testing has been completed and the findings communicated.

Due to the self-imposed third party verification of its Energy Smart™ Flexible Duct, Ductair is now setting standards for the industry which is now beginning to demand this type of validation as a prerequisite.

Ductair, primarily focused in the South Australian marketplace, is now competing against multinational players in the field and due to the differentiation delivered by the UniSA SEC test results, is well placed to compete on this basis

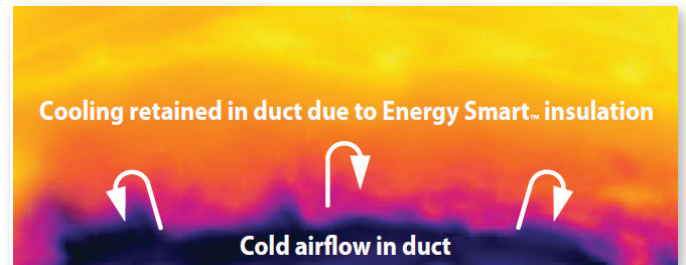
Client comments

Involvement with UniSA means Ductair has been able to gain an objective third party measure of the efficiency of its new product.

Reuben Kelley, Sales Manager at Ductair commented:

“The value provided by Researchers in Business program has been significant to Ductair. Quantifying the efficiency levels of our Energy Smart™ Flexible Duct provided has provided significant competitive advantage in the marketplace with a key differentiator”.

Thermoview imaging of Energy Smart™ Flexible Duct retaining cooling:



“The support delivered by the AIC’s Simon Williams was fundamental to Ductair being able to navigate the RiB grant process efficiency and successfully. Without the guidance of Simon it is unlikely that Ductair would have pursued the RiB grant nor reaped the benefits that having access to UniSA SEC researchers has provided”.

Professor Caroline McMillen, Deputy Vice Chancellor and Vice President, Research and Innovation at UniSA said *“The Researchers in Business program provided a range of real benefits for both parties. The Ductair product was tested and verified by independent researchers providing the firm with a competitive gain in the market. UniSA researchers have also been able to apply their skills in an industry and market context and have seen the importance of their work to enhancing the commercial value of the product”.*

The future

Ductair now sees the independent validation of product efficiency and sustainability as a key element of its value proposition, thus the company seeks to engage further with UniSA SEC in order to test further iterations of the Energy Smart™ Flexible Duct.

www.ductair.com.au

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Do you require support to access partners and funding?

Contact us to find out how the Researchers in Business program can help

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