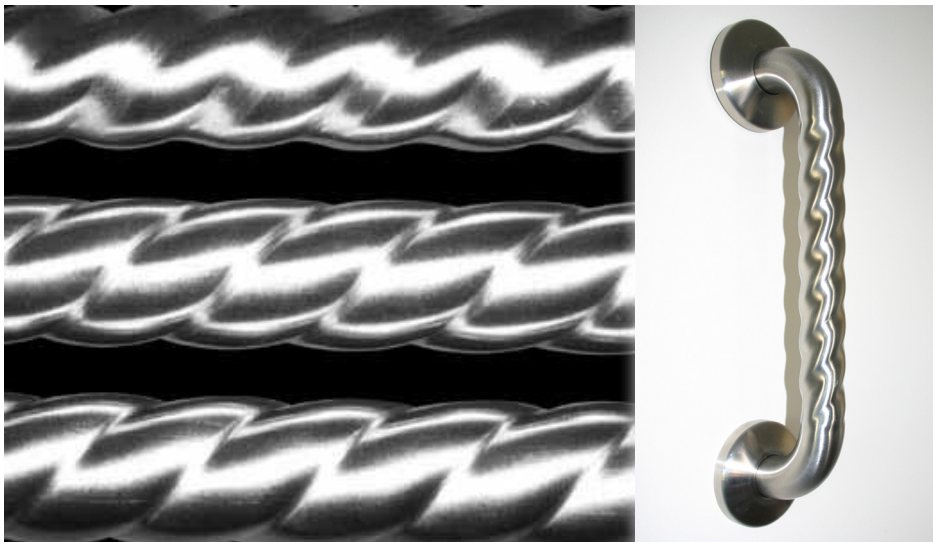




Australian Institute
for Commercialisation



Case Study: architectural klein Klein Architectural



The Company

Klein Architectural is a family owned business and its tradesmen have over 30 years combined experience in the metalwork industry. The company was established in 2001 and has five full time employees, with a substantial subcontractor base, which supports demand.

Klein Architectural prides itself on manufacturing high quality stainless steel products for a range of purposes and customers. Projects range from bespoke decorative metalwork for the home to the fabrication of materials for supermarket refurbishments.

The Opportunity

Klein Architectural identified the need to grow and to make the business more sustainable through economic downturns. Historically, Klein Architectural's work has been contract-based but the company

identified the need to develop new products and to embrace innovation in order to achieve its aims of growth and sustainability.

Thus a new product was developed - the Klein Architectural Grab Rail - that due to its rope-like motif had 80% more grip than the conventional grab and hand rails on the market (independently tested by QUT). After taking the first important step to protect the invention through an application for an Innovation Patent, Klein Architectural sought external support to commercialise the product.

This support commenced with an initial meeting with Enterprise Connect's Business Advisor from the Mining Technology Innovation Centre.

The AIC's Innovation Coaching program was then identified as a way to assist Klein Architectural in its objective of commercialising the hand rail as well as in its aim to achieve business growth and sustainability.

Fast Facts

- Sought business growth and sustainability through the development of a new product - the Klein Architectural Grab Rail
- Worked with the AIC and Enterprise Connect to commercialise the product
- Has built relationships with the mining, health and defence sectors



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.

Case Study: Klein Architectural

Assistance

Due to the breadth of potential markets for the grab rail, the AIC Innovation Coach in conjunction with Klein Architectural and the Enterprise Connect Business Advisor, identified a small number of key targets to test market acceptance.

These markets were:

- Mining
- Health
- Defence

The Enterprise Connect Business Advisor had established mining industry connections so he was able to provide introductions to key people in the industry.

The AIC Innovation Coach focused on identifying opportunities in the health and defence sectors, as well as increasing Klein Architectural's general networks.

Outcomes

Klein Architectural has reaped the benefits of service providers working together to provide valued advice and connections. This benefit was multiplied by Klein Architectural's drive and enthusiasm for the product which meant that new leads and opportunities were continually pursued. This has enabled the company to make additional gains independently of the assistance provided.

Strong leads into the mining sector:

Klein Architectural has taken advantage of the leads provided by the Enterprise Connect Business Advisor and is in discussions to trial the grab rail with mining and mining-related companies. In addition, the AIC Innovation Coach has provided links into the Rockhampton and Gladstone regions, through the Department of Employment, Economic Development and Innovation (DEEDI) Regional Offices, resulting in a potential collaboration with a Rockhampton metal fabricator as well as additional leads.

Connections into the health sector:

The AIC Innovation Coach has been able to identify a manufacturer and distributor of metal fabricated products to the health sector. Klein Architectural and the distributor are developing joint proposals and are in discussions to extend the relationship further.

Strong leads into the defence sector:

The AIC Innovation Coach identified a Defence Material Organisation (DMO) presentation to attend on behalf of Klein Architectural. From this presentation, meetings were subsequently arranged with the DMO and a primary supplier to the Australian Defence Force. These meetings identified the potential for the grab rail to be used in future refurbishments of Defence Force facilities.

The AIC Innovation Coach and the Enterprise Connect Business Advisor have also connected Klein Architectural with an Enterprise Connect Defence Industry Innovation Centre Business Advisor who has provided specific advice on working with the Department of Defence.

General Networks:

Klein Architectural, through the AIC Innovation Coaching program, has been able to expand general networks and increase awareness of the grab rail. The AIC Innovation Coach has introduced the company to the Sunshine Coast Innovation Centre and discussions with the centre's CEO have provided future potential opportunities for Klein Architectural.

Moreover, The AIC Innovation Coach has been able to raise awareness of the grab rail in Rockhampton and Gladstone through presentations in the regions, which has already provided further leads for Klein Architectural.

Glenn Klein, Project Co-ordinator of Klein Architectural said "The service provided by the Australian Institute for Commercialisation and Enterprise Connect has been exemplary and on a professional, knowledgeable, yet friendly level. I regularly attend local and influential business group networking events and it has been a pleasure to recommend the Australian Institute for Commercialisation and Enterprise Connect services to these groups."

www.klein.net.au

If you are interested in finding out more about the AIC's Innovation Coaching program please contact Scott McNeil on (07) 3853 5270 or email scott.mcneil@ausicom.com

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