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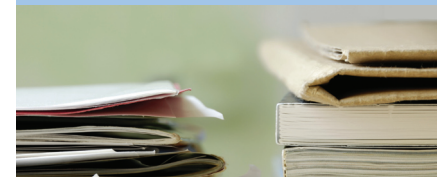


## Case Study: SVP Industries Pty Ltd



### Fast Facts

- Scanned the research sector for relevant IP and capabilities
- Found materials and expertise of relevance
- Facilitated the establishment of new relationships between SVP and researchers.



### The Idea

SVP Industries have manufactured 100% recyclable outdoor building materials and plastic weatherboard for many years. The idea was to use this environmentally proven product as the external skin for a range of new products for specific markets. The external skin will provide demonstrated environmental resistance and one or more new composite materials will be used to fill the inner space, providing specific end-use properties for each application.

SVP were looking to source new, recyclable low cost plastic composite materials that can be used as both a filler and strengthener. In addition, the filler material needs to be resistant to damage from insects, impervious to moisture, have low electrical conductivity and be resistant to fire. Applications being targeted for this product include noise abatement barriers, retaining walls and cross-arms for electricity poles.

In addition, SVP were interested generally in converting waste materials into useful product (for example using wood and paper waste to provide strengthening fibre and filler material).

### The Opportunity

TechFast was engaged to help increase the company's ability to identify and expedite access to new intellectual property and to reduce the up-front costs of this activity to the business, and in turn to create new national and international business expansion opportunities.

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.

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“TechFast assisted us in identifying the location of suitable IP and introduced SVP as a creditable enterprise, which enabled SVP to short-circuit the resistance we have disappointingly encountered to date. We thank you for this opportunity and applaud the program.” Mike Turner, SVP Managing Director

## The Outcome

TechFast assisted SVP to look for capability and technologies to enable them to pursue the following project opportunities:

- Cross-arms for power poles – where the filling material needed to be a composite material that is non-conductive and resistant to the effects of water (with identified markets in Australia, New Zealand, North America)
- Sound barriers – where the filling material was relatively lightweight and resistant to the effects of water (with identified markets in Australia, New Zealand and Japan)
- New technologies to produce plastic-based timber trim which looks and feels like wood, but produced as a plastic product (with identified markets in Australia, New Zealand, South Pacific, Japan).

Cooperative partnerships with research organisations including CSIRO, RMIT, UQ and VCAMM were identified and investigated by the AIC to realise these opportunity.

The outcomes achieved through the TechFast program for SVP:

- New low-cost composite in-fill materials with environmental resistance properties were identified that incorporates only recyclable material (can be crushed and re-used), consistent with SVP’s environmental policy
- Expanded product range in preparation to replace the anticipated decline in sales of mature products
- Productive ongoing linkages with public sector researchers were established
- Increased employment in George Town with possible construction of new manufacturing facilities within Australia.

[www.svpindustries.com](http://www.svpindustries.com)



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