

Accelerating small business entry into competitive global markets

A key to success for Australia's manufacturing industry is differentiation through innovation. Textor Technologies partnered with CSIRO to develop a superior product that is now being supplied around the world.

The challenge

Australian manufacturing constantly faces pressure from increasing production costs and mounting global competition. To increase market share our businesses need to grow through competitive advantage, and improved profitability. Entering and expanding into international markets is vital for the longevity of Australia's manufacturing industry.

Textor Technologies, a Victorian family-owned company, produces an array of textiles used in health care, personal hygiene and industrial products. The competitive advantage in this industry comes from material with advanced fluid absorption. Textor's goal was to enter the international market by differentiating their products through innovation.

The response

CSIRO and Textor partnered to develop the highly absorbent material. The partnership resulted in a novel three-dimensional moisture-trapping fabric that is significantly more absorbent

and comfortable, and can be efficiently produced in large quantities.

The new material is being incorporated into the millions of nappies produced in Sydney, the USA, and Russia by global company Kimberly-Clark.

CSIRO provided access to world-class expertise and research facilities, accelerating product development and innovation.

The engagement

Through the Australian Government's Research in Business program (managed by CSIRO's SME Engagement Centre), CSIRO was able to place a materials scientist directly into the business, to work in collaboration with Textor.

CSIRO has worked on site with Textor for a number of years helping to develop new and unique manufacturing technologies and processes focused on improving product quality and manufacturing efficiency.

The impact

CSIRO's partnership with Textor resulted in improved manufacturing processes and efficiency, in turn increasing annual gross turnover and profitability. Textor now manufactures 100 million square metres¹ of moisture-trapping fabric each year, making them a key supplier to the global market.

There has also been increased investment in Textor's manufacturing plant and equipment to support expansion into international export markets, including the Asia-Pacific, Russia and the United States. The growing export activity contributes to the improved sustainability of the Australian manufacturing sector.

¹ ACIL Allen Consulting, 2014. *CSIRO's Impact and Value – An Independent Assessment*.

CONTACT US

t 1300 363 400
+61 3 9545 2176
e enquiries@csiro.au
w www.csiro.au

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WE ASK, WE SEEK, WE SOLVE

FOR FURTHER INFORMATION

Keith McLean
t +61 3 9545 2599
e keith.mclean@csiro.au
w www.csiro.au/impacts