

AUSTRALIAN MADE INNOVATION, IN AUSTRALIA AND AROUND THE WORLD

Techni Waterjet was formed in 1989 by Darren Reukers and Glenn Langdon, to provide robotic and automation systems for the automotive industry. The company grew quickly and found a niche in the robotic waterjet market, for high speed trimming of automotive components. Techni Waterjet was the first Australian company to manufacture waterjet cutting tools, and is the only Australian company still successfully doing that today. The waterjets use a specialised pump to pressurise the water (which is sometimes mixed with abrasives like sand) to cut through a wide range of materials, including glass, metal and plastics.



Techni Waterjet manufactures in Campbellfield in Melbourne, Australia, while most competitors manufacture in China or the USA. Products are manufactured to Australia's high quality and safety standards, and this key selling point is one of the reasons Techni Waterjet uses the Australian Made logo.

"We're all about great quality and fast, local support, and the Australian Made logo helps us promote that," Mr Reukers said.

"The Australian Made logo provides us with an immediate association with Australian manufacturing. We use the logo extensively at events and in our brochures – because it hits home," he said.

Techni Waterjet is the market leader in Australia, but also exports to countries around the world, including Russia and Germany.



"Australians love the fact that our products are made here, as do our Russian customers, and our German customers are particularly fascinated with Australian Made products too," Mr Reukers said.

"In fact Techni Waterjet won the 'Most Innovative Product' award at the Euroblech tradeshow in Germany in 2010 for integrating the 'electric servo pump' into waterjet cutting tools for the first time – making them more efficient, enabling them to use less power and water, and making them quieter than their 'direct drive' and 'intensifier' pump counterparts."

By increasing the pump's power output, Techni Waterjet's electric servo pump cutting tool enables cutting at faster speeds, while the improved lubrication and cooling system guarantee durability and low maintenance costs.

"We believe in the Australian Made Campaign because it reinforces the message that companies are still manufacturing high quality products in Australia, and Australian customers still have the option to buy local, which keeps companies like ours top-of-mind," Mr Reukers said.

"The logo is also very well known and trusted overseas, which provides us with additional visibility.

To find out more about Techni Waterjet visit www.techniwaterjet.com.



ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The Australian Made, Australian Grown (AMAG) logo is a registered certification trademark and can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo goods must meet the criteria set out in the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 1700 businesses are registered to use the AMAG logo, which can be found on more than 10,000 products sold here and around the world.