The journey from Automotive Supplier to Assistive Technology Manufacturer
Brief overview of the journey and the challenges we faced as a business

Where we are right now including Assistive Technology

Where to from here
Injection Moulds for plastic
1971 - 1994

90% Automotive Focus

www.precise-amg.com.au
Moulds and Dies for plastic, cast metal and sheet metal

1994 - 2004

90% Automotive Focus
Full mould and Die Service
Export to Asia and USA

www.precise-amg.com.au
Moulds and Dies plus automation and precision machining

2004 - 2008

Automotive reduced to 36%
Full Advanced Manufacturing Service
Export to Asia and USA

www.precise-amg.com.au
2008-2010 - GFC

- Loss of 40 - 50% business volume across most industry sectors

- We thought that we had engineered a resilient business.

- There was a need to adjust the strategy
Full Manufacturing Capability plus Design, Prototyping, 2010 - 2013 Commercialisation, Own Product

Balanced industry sector clients
Full Advanced Manufacturing Service
Full Commercialisation Service

www.precise-amg.com.au
2013 - 2016 Strategy

1. Continue focus on core business of mould, die and machining where clients require service
2. Assist clients to commercialise their IP
3. Develop own IP
4. Grow ability to handle large, niche tooling programs particularly Hot Stamp dies and Injection Moulds with focus on USA
Tooling
High complexity
niche tooling

1. Hot Stamp tooling for Ultra High Hard steel components. (USA)
Examples Commercialisation of others
IP: Sternal Retractor

[Image of medical equipment]

PRECIPE
ADVANCED MANUFACTURING GROUP

www.precise-amg.com.au
Commercialise Customer IP:
- Endoscope Camera Unit
Commercialise Customer IP: Water based positive expiratory pressure (PEP) device.
Commercialise Customer IP:
- Mylight Lightboxes
Commercialise Customer IP:
- Emergency Tracheostomy Device
Commercialise Customer IP:
- Game controller for children with a disability
Own products: Solar Tracking
Own products: Micro Wind
Examples Own products: VPG Clamps
Own products: Medical Trolleys
Own products: Medical Litters
Establish a Commercialisation Engine.
Commercialisation Assets under one roof.
Design, engineering, proto, clean room
Where to from here - Commercialisation

Contract and business models
Project financing models (can't rely on own funds)
VC, crowd Fund, Own Fund, Angel Invest etc
Line to market expertise
Where to from here = PAMG

Ambitious Goals
Global Mindset – Global Niche
Very Close relationships with customers, research providers, suppliers
Continuous focus on R&D and Innovation