

**WORKING
WITH YOU**
for
*Stress Free
Personalised*
PACKAGING

weltrade

NEW BIODEGRADEABLE PACKAGING
Across Our Packaging Range

30
+ YEARS
EXPERIENCE

EST.
2005

100% AUSTRALIAN OWNED & OPERATED



Weltrade Packaging

Unit 1 / 8 Production Ave, Molendinar, Qld 4214, Australia

Phone: 07 5597 0102

weltradepackaging.com.au



FOR
Stress Free
Personalised
PACKAGING

DIRECTORS STATEMENT

I have a confession to make... I am passionate about cosmetic packaging! You might even call me a packaging tragic.

I'm that guy you see in supermarkets and high-end department stores picking up bottles and jars and examining them. When traveling overseas for business and family holidays – I tend to be looking at packaging (in all different shapes and sizes) to pick up on emerging trends and how it could apply to the skin care industry.

I started in Packaging in 1994 with a plastic injection and plastic extrusion blow molding company. This was a great experience to learn the differences in resins and how they react when paired with different formulations.

In 2005 we established Weltrade Packaging to satisfy the need for a complete packaging solution for the personal care space. We now service brands all over the world with expertise that covers the full spectrum from concept to design to on time supply management and follow up service.

I am proud of the team we have brought together that share in my values to make sure that the packaging process is stress free and helps our clients achieve their goals

What do you love about packaging?

I get asked what is it that I love about packaging? The honest answer is when I get to see our clients products succeed by getting on retailer's shelves or winning awards for their category. I understand the time they and us put into each packaging project and feel a part of their journey

Biggest Achievement?

Our greatest packaging achievement is getting to where we are from starting this business in 2005. Even though I already had 11 years background in the manufacture of packaging, to start from zero to build this business to one that works regularly with brands of all sizes from FMCG to start up brands looking to make their mark. The next couple of years are looking really exciting for Weltrade Packaging

Where to?

Moving forward I would like Weltrade Packaging to be synonymous with packaging for personal care and also wellness industries. We work hard in providing free content for various groups of industry professionals on LinkedIn around the world and honored to be the packaging specialist in the bimonthly edition of Science of Beauty. Through research and writing it makes sure our team stay ahead of the curve and continue to provide a solution for your packaging needs..

Steve Welsh
CEO of Weltrade Packaging

January 2021

INTRODUCTION

With over 20 years experience in supplying and packaging design we can provide a creative custom solution or tweak one of our many proprietary packaging options to get exactly the look and features you need for your packaging. We are a specialist in manufacturing and supplying today's most innovative, high quality plastic packaging to hair, skin, beauty and pharmaceutical, product manufacturers or brands. Our mission statement "is to develop ground breaking, problem solving solutions to meet and exceed our customer's needs".

With manufacturing capabilities at our facility on the Gold Coast as well as numerous options with our offshore partners, we can supply tubes, bottles, jars, pouches, pumps, sprays and more. We have expertise in custom colouring, screen printing, hot foil, labels, shrink sleeves, custom tooling and a dedicated sourcing team. We are always ready to assist and we want to provide you with a stress-free approach to your packaging.

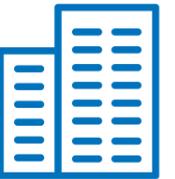


With offices and Onsite Manufacturing facility in Queensland, we pride ourselves on offering a personal service. Our team of experienced professionals means we cover all aspects of the packaging supply chain including -

- Expert advice on what can work and how to carry out product in-package testing.
- In-house specialist packaging designers for a 100% custom design that will make an impact.
- Latest 3D CAD mold design and technology.
- Technical expertise in extrusion blow molding, injection molding, two stage PET packaging production and tube extrusion.
- Full time dedicated quality control staff checking products to specifications.
- Logistics networks to your filling location anywhere in the world.
- These are co-ordinated by our customer care team to ensure you have all the information to make the right decisions for your project and that it arrives on time for filling.
- ISO approved 9001:2015 certification.



ABOUT THE COMPANY



Who we are

Weltrade has been established for over 20 years, and service clients all over Australia and internationally. We are known for our service and high quality products, and being able to deliver on time.

What Makes us different?

We strive to be the best at what we do and offer:

- Australian Owned and Operated
- Family Business
- Accredited ISO 9001:2015 Quality Management System
- We push the boundaries to give you a point of difference.
- Provide outstanding Customer Service
- In house design
- Expertise in manufacturing
- Onsite Manufacturing facilities
- We can provide our customers Sustainably options to promote a greener earth

Full time dedicated quality control staff checking products to specifications

OUR MISSION

Our Mission statement is to develop ground breaking, problem solving solutions to meet and exceed our customer's needs. Our packaging will not only keep your product safe, it will assist in boosting your sales by making a great first impression.

OUR VALUES



QUALITY POLICY STATEMENT

As part of our continuing commitment to quality improvement, control & performance, Weltrade Packaging Pty Ltd places special emphasis on understanding client requirements in order to meet and exceed their expectations.

We understand that continual improvement of the Weltrade Packaging Pty Ltd quality management system is essential to our success and growth within our industry and to assure this we have committed to set and review specific and measurable quality objectives and targets on an annual basis at management review meetings.

Weltrade Packaging Pty Ltd has a proven track record of providing quality solutions and services to our clients and stakeholders, thus giving us a competitive advantage in the market place. Our history of service provision has led to new and repeat business based on high levels of customer satisfaction.

The consequent objectives of management and personnel of Weltrade Packaging Pty Ltd are to:

- Implement and maintain a quality management system;
- Provide objective evidence that the planned quality management system is implemented and maintained in accordance with management policies;
- Seek to understand customer requirements and act promptly and courteously to all customer feedback

The Quality Management System outlined in this Manual is designed to satisfy the requirements of AS/NZS ISO 9001: 2015 and has the full support of management and personnel of Weltrade Packaging Pty Ltd, and its successful implementation and maintenance is a commitment by them. Proper adherence to all quality related activities, legislative, standards and active participation in all quality related activities are a requirement of all personnel in the Company.



Steve Welsh
CEO of Weltrade
January 2021



WHAT WE ARE KNOWN FOR



EXPERIENCE

With our CEO Steve and his 20+ years of experience which he has passed onto all staff. The team at Weltrade Packaging have the experience and knowledge to inform our customers with correct information regarding their packaging.



A PERSONAL SERVICE

We will be there for any questions regarding your packaging. We believe in providing exceptional customer service and are contactable via email, phone, or in person, 5 days a week.



QUALITY PRODUCTS

Weltrade Packaging is an ISO compliant company with our factories also being ISO approved and assessed to meet Australian standards. This means you will not need to worry about your packaging being any different from what you ordered.



EDUCATION

The Packaging industry can be quite daunting as the terminology and information you will need to know before picking your packaging can be confusing. We will educate you and help you along the way so that you can be rest assured you've made the right decision.



CUSTOM MOULDS

Modifying a stock item is a fast, simple way to get a unique look without the cost of tooling up a complete package.



PACKAGING DESIGN

Don't have a designer or your designer isn't pre-press trained. We are happy to offer our in-house packaging designer for your packaging artwork needs.



OUR ONSITE MANUFACTURING FACILITY



At the beginning of 2019 we opened up our onsite manufacturing facility to focus on Australian Made packaging. We moved into our new facility at Molendinar on the Gold Coast which is where our office, showroom and machinery is now all located. This move allowed us to supply packaging to a range of new industries, which now include Cosmetics, Skincare, Haircare, Supplement and Pharmaceuticals.

With sustainability being a major focus of ours we installed large 20kw solar panels to lower our carbon footprint. These solar panels supply sufficient energy to help run our office and factory's machinery power demands. We also installed LED lighting throughout our office due to their high energy efficiencies. We are constantly looking for new ways to make our workplace more environmentally friendly.

We currently have 3 separate PET machines installed at our factory, with both automatic and semi-automatic capabilities. The plastic packaging we make onsite is known as 2 stage PET blow moulding. The process involves starting with the importing of the PET raw material (pre-forms), then we heat, blow and stretch them into the desired shape and deliver to the manufacturer or brand.



Our main PET packaging we manufacture onsite includes, wide-mouth jars, small jars, tablet bottles, juice/probiotic bottles and now even hand sanitiser bottles. Some of our clients have created their own unique shapes, which they have setup new moulds and are now selling millions of units to retail stores like Coles and Woolworths.

Our Unique Value Proposition had always been our ability to provide clients with a stress-free end-to-end personalized-packaging solutions for clients within Australia, by coordinating the design, production and import of packaging solutions. Now with our onsite manufacturing we have seen major growth and we are well-placed to continue growing strongly into the coming years. We have now even started exporting product to Asia, which seemed inconceivable just a few short years ago.

OUR SUSTAINABILITY OPTIONS

At Weltrade Packaging we are making it our mission to provide packaging that will help improve our global footprint and sustainability. Where possible, our packaging is 100% recyclable, however with further steps we have improved our environmental stance even more.

PCR & rPET Plastic

PCR (Post Consumer Resin) and rPET plastics can be made with up to 100% recycled plastic, this reduces the volume of wastes piling up in landfills. They are made from plastics marked for recycling, there are gathered up, washed, dried, made into pellets, crystallized, and later remade into another form. This process is like a never-ending loop of sustainability. Our PCR & rPET plastic is available in any of our tubes, HDPE bottles, PET bottles and Jars.

Bioplastic

Sugarcane based bioplastic are a great sustainable, environmentally friendly packaging solution. It reduces the reliance on fossil fuels, such as oil for the production of plastic packaging, by using renewable resources. At Weltrade Packaging we can supply any of our single layer or five layer PE tubes from bioplastic derived from sugarcane. It is durable, protective & 100% recyclable and helps relay an effective marketing message on "Greener" packaging.

Biodegradable Packaging

We can now do Biodegradable Packaging across our packaging range. Our Biodegradable packaging is available in PET, HDPE, LDPE and PP, which we can implement into our bottles, jars, tubes and more! Our biodegradable packaging will not discolour the base material, it does not taint or alter the chemical stability and functionality of the packaging. Our biodegradable packaging is FDA approved and completely food safe.



OUR TEAM



When you are developing your brand, designing the packaging is the best part. It's exciting to see a brand develop right in front of our eyes. What was just a distant dream now takes tangible shape and becomes an inherent reality. Weltrade Packaging has a team of well-trained professionals that will see to your every need; be it the selection process, design and management, down to delivering your order, we strive to make your dream a reality

SALES TEAM



CEO

Steve manages all aspects of the business and assists his team when required. Steve also focuses on new business and will be working with you at the quoting stage. He will make recommendations on the best packaging options available and provide you with the costs involved. Steve has been in the packaging industry most of his professional career and established Weltrade Packaging in 2005



Marketing & Business Development

Joshua will assist you when creating your quote, he will make recommendations on the best packaging options available and provide you with the costs involved. Joshua has been in the marketing industry for over 8 years and has been involved with packaging for over 3 years.

WELCOMING COMMITTEE



Security Guard / Welcoming committee

Rollo - Meet our newest member of the team. He is a bit lazy but will get there. Always up for a pat and a sniff :)

CUSTOMER CARE



Customer Care and Quality Control

Leanne has an extensive background in Administration, Co-ordinator and Customer Care roles. With 25 years experience. Leanne is also in charge of our in-house Quality Control, and her strict standards ensure you get a quality product every time.



Customer Care and Freight

Victoria brings to Weltrade Packaging 8+ years experience in Customer Service in Manufacturing industries and with Freight companies. Victoria will be your point of contact once you have placed an order.

ADMIN & SUPPORT



Admin Officer

Quincy who will be your first point of contact is there to assist with enquiries, provide recommendations, or point you in the right direction. As part of her role she is also in charge of accounts receivable. With over 6 years' experience in administration and accounts, Erica also has over 15 years' experience in customer care, training, account management and team leading.



Company Accountant

Ansu has extensive finance, accounts Payable and payroll experience. As well as our Netsuite Hero to make sure we get the most out of our ERP/CRM to give you the best experience possible when dealing with Weltrade for your orders.



China Team Leader

Maggie is our team leader for international quality control inspections. She is on the ground at factory level making sure your order meets our high quality standard requirements. Maggie also assists with sourcing packaging, and most importantly evaluation of new and existing overseas suppliers. Maggie has over 10 years' experience in working with manufacturers and specialises in the evaluation of ethical certification and quality control management.



ISO/Quality Assurance Officer & Designer

Andrea has been in the business with Steve since 2005. Andrea has over 15+ years experience with design and helps our clients who need design. Andrea also implemented our Quality Assurance program into Weltrade and now looks after all aspects of Quality Assurance.

FACTORY DREAM TEAM



Factory Supervisor

Trevor works in our manufacturing facility. He is in charge of all machine maintenance/setup and operation to fulfil orders. Trevor has 27 years' experience in the manufacturing industry where he gained an extensive knowledge in the packaging industry with extensive knowledge of blow moulding and end to end production processes.



Factory 2IC

Thang works in production system daily tracking and scheduling orders, maintaining raw materials in the supply chain to make sure your order stays on track. With 6 years of production and process experience he assists the Factory Supervisor to keep machines running the most efficient way



Factory Hand / Storeman

Mike assists the Warehouse Supervisor where necessary. He helps operate the machinery and packing as well as looking after the warehouse and despatch or orders including truck loading/un-loading.

JUST SOME OF OUR CLIENTS

Infor about why we like working with our clients - about building relationships, solving there problems, we check in frequently with our clients we ask for feedback and we exceed our clients expectations and deliver on that. We have a strong understanding of our capabilities and timelines, and being honest.

ALPHA-H

ATP
SCIENCE

aspen
AUSTRALIA

donutking®

DE LORENZO

fisiocrem
SOLUGEL™

KORA
Organics by Miranda Kerr

Mater
Exceptional People. Exceptional Care.

NATIO
AROMATHERAPY

paw®
PureAnimalWellbeing
by BLACKMORES

pHisohex®
FACE WASH

Schwarzkopf

esmi
SKIN MINERALS

henry
blooms

Dermeze



*"The Team is always so helpful, especially Josh!
Thank you so much for everything you do for us!"*

Feed back from client survey January 2021

HOW WE CAN TRANSFORM A PACKAGE

Personalisation has been dubbed as the ultimate form of uniqueness. A brand that is unique and creates a sense of intimacy with the customers will succeed. The more unique the packaging is, the more it will stand out from its competitors. At Weltrade Packaging we can transform your packaging to create a point of difference. We can do this by your artwork and by creating custom moulds.

Packaging Artwork can be described as the process of mixing up elements of design, final technical data, regulatory and marketing information into a final graphic file.

A great combination is combining your unique artwork with a custom shape. Weltrade Packaging offers a service of Custom Moulds. This is created by extrusion blow moulding, injection moulding or 2 stage PET moulds. You can also receive a 3D version of your custom mould in only a matter of days.



OUR RANGE

BOTTLES



Whether you are after HDPE (High Density Polyethylene), which has a recycle code 2, has a good oxygen barrier, is squeezable & matte in finish OR PET bottles (Polyethylene Terephthalate) which are great for cosmetic and skin care products, with high clarity, good chemical and essential oil resistance, and a recycle code of 1. We are sure to cater most shape options with our stock range of bottles that we can easily colour in your desired tone. Our stock shape range continues to grow by the month.

JARS



Our extensive range of jars are made from PET, PETG, PP and acrylic and come in many different shapes and sizes to suit your application. We have Wide-Mouth jars options which we manufacture onsite for the food industry plus many other smaller diameter jars available to suit your needs. Our jar range can be custom coloured and the majority can also be silk screen printed.

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TUBES



If it is a tube you are after from 3ml to 400ml, then we have a solution for you. We supply hundreds of thousands of tubes per year to leading cosmetic brands in various formats such as five layer EVOH barrier tubes, single layer, plastic barrier laminate and aluminium tubes. All are made to order, printed or labelled, ready to fill and sell. You can dispense through nozzles and pumps with the option on larger sizes for foil induction seals and flip top caps in matte or gloss finishes, based on your needs.

AIRLESS SYSTEMS



We offer stock and made to order solutions to suit your needs. Whether it be a recyclable Polypropylene or PETG option, or upscale your brand image with one of our many acrylic shapes. Our external spring dispensing mechanism ensures smooth delivery of your serums to enhance the overall user experience.

PHARMACEUTICAL RANGE BOX PACKAGING



The Pharmaceutical Industry is constantly evolving, so at Weltrade Packaging we make sure to continually provide high manufacturing standards through initial stages of production, right through to delivery. We offer tablet bottles that are made from PET plastic which are BPA free and food grade approved



It is just as important to have high quality box packaging as it is for your product packaging. We offer a range of box packaging, from product boxes, gift boxes, travel boxes, display boxes and more. Boxes are the perfect way to accompany your product to help add an even more premium value to your final goods.

POUCHES



Our pouch range is the perfect option for customers who are seeking a packaging solution other than Jars. We offer a variety of pouches from laminate to paper which have many benefits. Pouches are a great option for many wellness and cosmetic brands as they are lightweight, easy to transport and don't take up much space per unit.

DISPENSERS & CLOSURES



We offer a large range of dispensers and closures for all different types of packaging and supply anything from pumps, sprays, caps in a range of different sizes. Specifically, we offer lotion, treatment, foaming pumps, fine mist, trigger sprays, disc top, flip top and screw caps, plus much more.

OUR QLD MANUFACTURING OPERATIONS

At Weltrade Packaging Manufacturing operations we run 2 stage PET production machines. This means our set up cost and flexibility is much lower than other plants running single stage PET machines. This also does not hinder our push to more sustainable packaging with recycled materials and biodegradable options.



Machine 1

DY5000 is our 5L Full automatic machine, producing around 600 units per hour we produce the majority of our wide mouth jar range on this machine and transport up and down the eastern seaboard. The largest jar we can make in this machine is our 6.5L jar.



Machine 2

DY2000 is our Full automatic bottle and jar machine that can produce at 2000 per hour. For bottles and jars up to 500ml we produce a wide range or 28mm, 38mm and 63mm shapes in standard PET and sustainable plastics for therapeutics, food and supplement products.



Machine 3

Semi Automatic is for our smaller order needs but can make up to a 5.3L jar. This allows products to be made for brands that don't have the volume for full automatic production however with a set up cost starting from \$3000 for a custom shape it is a great entry to the market machine.

Labour and other resources in our manufacturing operation are budgeted and planned at weekly production meetings between sales and production teams.



Warehouse

Weltrade has offices on the Gold Coast, Hong Kong and China. Our Gold Coast warehouse is 740 sq meters and is powered by state of the art 20kw solar panels that feeds excess power into the grid.

We run a fast and efficient warehouse set up in-house and a 3PL facility in Sydney to ensure orders are safely stored and dispatched on time to your filling location

HOW WE WORK

QC - PROCESS

Quality is paramount to us. We have experienced staff carrying out regular QC checks and making sure we are always working in line with our ISO approved Quality Management System.

In house manufacturing is checked continuously to agreed customer specifications, these are carried out during manufacture, post manufacture and randomly spot checked prior to dispatch.

Our imports are also checked to specifications, on the ground by our in China team to ensure only acceptable goods are shipped and that there are no surprises when the goods arrive at your port. Our QC team do a further check before releasing packaging from quarantine, so you can feel safe in the knowledge you are getting what you expect.

All staff are trained, coached and encouraged on the importance of Quality at Weltrade Packaging.



HOW WE WORK

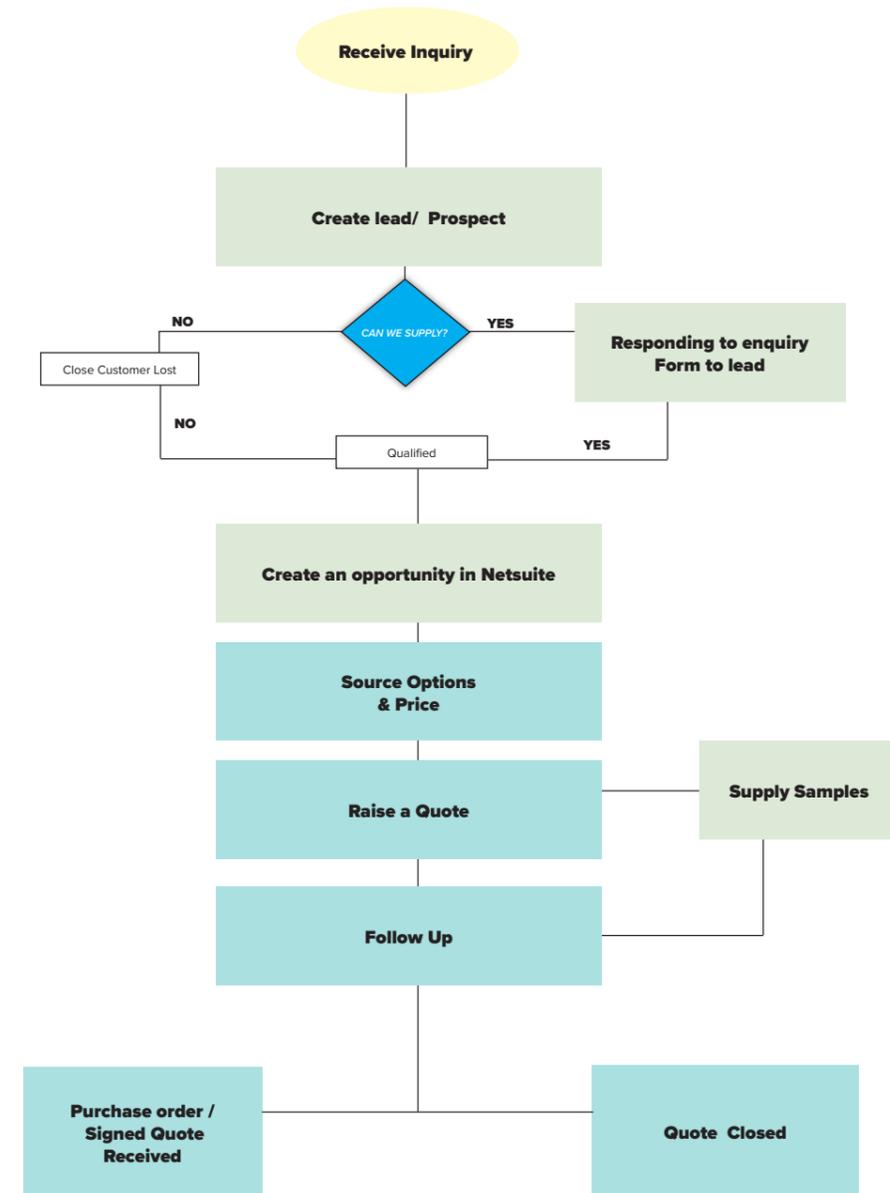
At Weltrade Packaging we divide our operation processes into three main phases.

PHASE 1 – PRE SALE

This includes our marketing activities, sourcing the best way to meet your packaging brief, making sure we can offer you a competitive quote, arranging samples and following up with you until you are ready to order.

In this stage you will deal with the admin and sales teams.

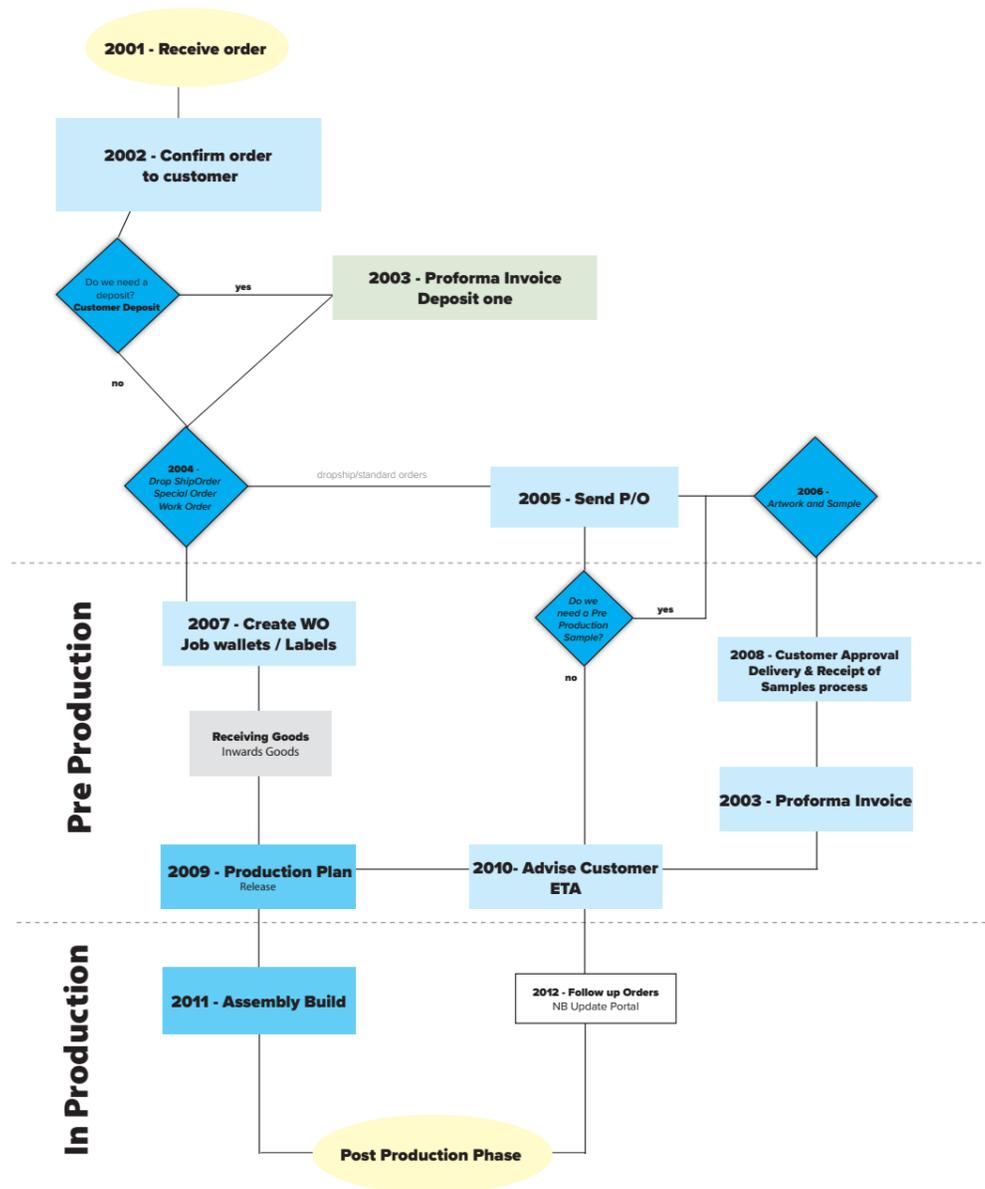
Lead Time from 3 days +



PHASE 2 – PRODUCTION

Once you place your order, this project will be assigned to one of our customer care team members to project manage the job all the way until you receive it. This includes coordinating any artwork to make sure it meets our printer specifications and dealing with supply chain partners both internal and external to bring all elements together and get all the goods ready to send to you.

Lead Time from 4 – 16 weeks

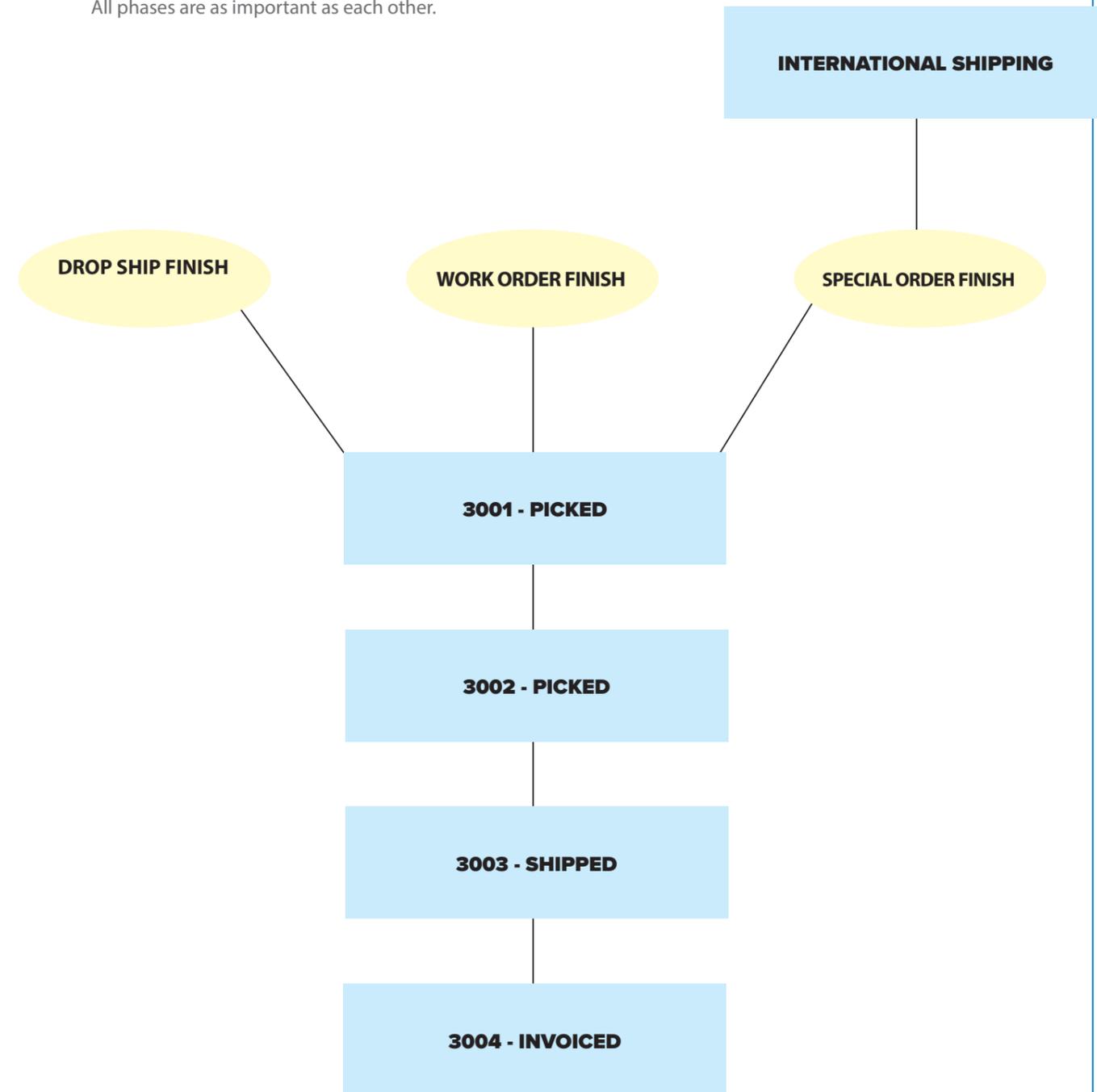


PHASE 3 – POST PRODUCTION

This is our wrapping up phase, where we do final checks, pack your order and freight to your location, close off the financial side and check in with you to make sure everything is received. Your customer care team member be the main point of contact again.

Lead Time from 1 to 3 weeks

All phases are as important as each other.



WHAT TO EXPECT FROM YOUR PACKAGING DESIGNER AT WELTRADE

A company that sells products to customers has many things to worry about, but perhaps the biggest worry (other than having a working product) is marketing. More specifically, a firm must be concerned with how all of the packages are designed. It might not seem like a big deal, but packaging design tends to be a pretty significant part of what makes a business popular. After all, it's the first thing that the customer sees before he/she opens it. It's your chance to make a great first impression before customers even get to look at your product design.

Not everyone has expertise in this area. Thus, it's helpful to seek out the guidance of a packaging designer. This type of designer specializes in making your product stand out in retail, and makes sure that your packaging design and product design complement each other.

First Impressions

The biggest thing that a packaging designer is responsible for is creating a good first impression. Since the packaging is the first thing that customers see, they'll already start to judge your product before they even use it. This means that your packaging design needs not only to accurately reflect what your product does, but also to make sure that it pops out enough that it looks interesting on the shelf. A packaging designer should be able to help you in this area, and help in coming up with ideas. All in all, though, this is the part of packaging design that shouldn't be neglected.

Varied Design Skills

It is often the case that a packaging designer isn't tied to any one company. Instead, he or she might work using contracts. In any case, given that a designer has to cater to the needs of many different companies, it's reasonable to expect him or her to have a wide variety of design skills, whether you're placing something in a can, in a box,

in plastic or wherever. Any designs that are created have to both fit your requirements as well as work nicely in many different forms.

has, the more likely it is that he or she will nail your designs and allow your business to reach new heights.

Inventiveness

Perhaps the most important quality that you should expect from a packaging designer is the use of inventive and innovative techniques and ideas. Yes, it's probably enough to paste your logos,

designs and branding all over a box, but what if you require a different kind of box altogether? Will all of the logos and branding work with that? Does your product design work with it?

Packaging designers that are truly innovative should have no problem impressing you. Do note that while innovation is a good thing, you don't need to be overly ambitious with your design. If it turns out that a simple box works just fine, then that's the end of that. But if your packaging designer has a better idea, then that's a huge plus.

Experience

Not only in terms of working with many brands in various industries

Packaging Artwork is the process of combining
**design elements,
final technical data,
marketing and regulatory
information into one final graphic!**

A Good Track Record

The best packaging designers should already have an established reputation, and ideally it should be positive. Anyone can claim to be a packaging designer, but not everyone can claim to have years of practical experience with actual companies. Obviously it's a huge plus if a designer has experience in designing packaging for well-known corporations. The best way to determine a designer's qualifications is to ask for references. If a designer declines to provide you any info, this could be a potential red flag. After all, anyone who has actual experience shouldn't be embarrassed about sharing it, especially if it makes him or her look better. The more experience a designer

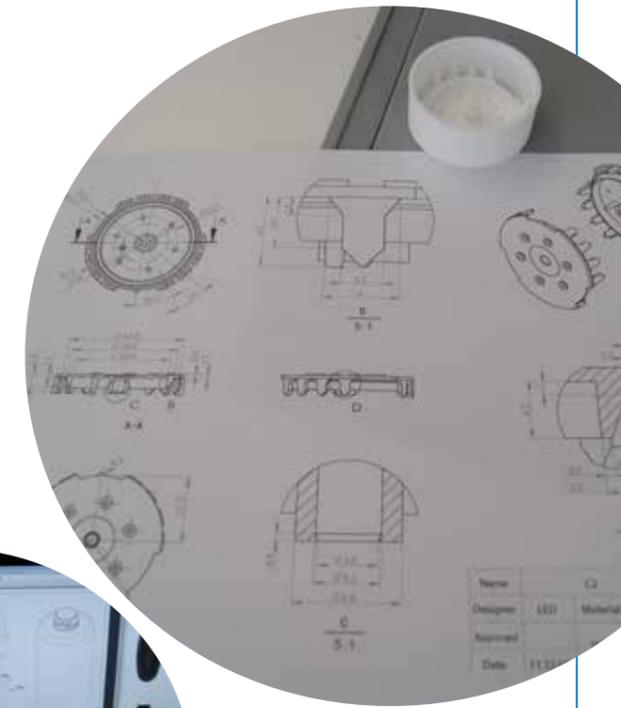
and concentrating on their packaging meaning we stay on trend. But also our experience as what special effects through colour, texture, print, can be achieved on what medium.

We enjoy working with our clients as most of our clients have been with us for a long time we have watch many brands go from start up to becoming really successful. Our approach to our clients is "Your success is our success!"

At Weltrade, branding & identity and packaging design are our expertise. We bring to the table many years of combined experience and are committed to launching your business to new heights by establishing solid and recognizable branding for your company. We will help you every step of the way.

FIRST IMPRESSIONS COUNT

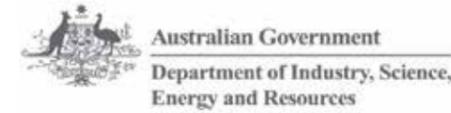
The main idea behind all of this design is to establish a solid first impression. Design plays a huge role in this, and it is part of my duty as a qualified designer to make sure that this first impression is both positive and long-lasting. You might be able to change your corporate identity later on, but you can never change the first impression that you make. It's my job, to make everything as unique as possible so that you can maximize the impact of your first impression.



ISO CERTIFICATION



IN THE NEWS



Business
Entrepreneurs' Programme



Weltrade Packaging Solutions has provided custom-designed packaging and dispensing systems for therapeutic, nutraceutical and pharmaceutical companies since 2005.

Not broken, so why fix it?

Weltrade's Unique Value Proposition had always been their ability to provide clients with a stress-free end-to-end personalized-packaging solution for clients within Australia, by coordinating the design, production and import of packaging solutions from their network of contacts in Asia.

Business was growing really well, but Weltrade's CEO Steve Welsh courageously decided to allow a Growth Facilitator from the Entrepreneurs' Programme to come in and "kick the tyres" on his business.

A cost-free review was completed and opportunities to improve were considered. Marketing messaging, ISO-accreditation and software investment were each identified as areas that the business might benefit from focusing on.

Customer interviews uncover new opportunity

With the help of an external consultant, a number of Weltrade's key customers were also interviewed to understand what was working well, what was not, and what these customers hoped Weltrade could do for them in the future. The overwhelming response was a desire for locally-based niche manufacturing options to be made available.

Fortune favours the brave

Armed with this new intel, Weltrade explored the feasibility of bringing some manufacturing options home to South-East Queensland as an import

replacement. After lengthy consideration, a new production facility was purchased and investments in manufacturing equipment, additional qualified staff, and new systems and processes, were also completed.

"I think the biggest advantage is that it reinforced the view that we need to be less reliant on myself and set up systems and get the right people around so that we can all grow with the business rather than just the directors." CEO Steve Welsh

Imported cost becomes export revenue

The onshoring project has been a major success and Weltrade are well-placed to continue growing strongly into the coming years. They have even started exporting product to Asia, which seemed inconceivable just a few short years ago.

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