

CASE STUDY

Formit Services goes global while keeping production local

The manufacturer's base in New South Wales has helped it stay ahead of the competition.

Formit Services is Australia's largest maker of portable toilets. With support from the NSW Government, the company has grown its export markets while keeping its manufacturing base on the Central Coast of NSW, supporting jobs and the local economy. Formit is now gearing up for further expansion in Asia as the region's economies emerge from the COVID-19 crisis.



Fast facts about Formit Services



Designs and manufactures portable toilets and showers



Established in 1983 on the NSW Central Coast



Exports to key Asian and Middle Eastern markets



Employs up to 45 workers



Generates an annual revenue of AU\$12 million on average

CASE STUDY

Formit Services is Australia's largest maker of portable toilets, with a 75 per cent share of the market. After nearly 40 years in the business, the company set its sights on overseas expansion, leveraging its ability to deliver quality products quickly.

Formit's customers are typically rental service companies in the events and construction industries. Because local orders for its products tend to fluctuate, the company set a goal: to grow its overseas markets to gain a more consistent demand.

Since deciding to expand, the company has leveraged its ability to deliver products more quickly to Asian markets thanks to its easy access to ports and closer proximity to the region compared to North American suppliers.

Formit targets markets that are not easily accessible for its American competitors, such as those in Asia and the Middle East. Customers also benefit from the quality and reliability of the products, with Formit paying particular attention to durability and finish through the use of innovative design and production techniques.

"We need to be better than our overseas competitors, and we do charge a premium, balanced by offering one of the best products in the market," says Formit Managing Director James Robertson.

To get better traction for its products, Formit has worked with the NSW Treasury's Trade and Investment team to take advantage of Australia's free trade deals with the Association of Southeast Asian Nations (ASEAN) and South Korea. The NSW team has also facilitated introductions to potential customers and connected the company with government programs and agencies that

could help grow its international foothold. This has enabled the company to generate robust sales from exports.

"NSW export advisers from the Trade and Investment team helped us understand free trade agreements, which resulted in us opening up a market in Malaysia and South Korea," says Robertson. "Our additional export revenue initially created a number of jobs, and even in a quieter local market, we have been able to retain more jobs than in previous slow trading periods."

Formit's success overseas won it the Hunter/Central Coast Regional Exporter award at the 2015 Premier's NSW Export Awards. This prize recognises the company's valuable contributions to the state and national economies.

As Formit looks to generate up to 20 per cent of its future turnover from exports, it is positioning itself to expand its relationship with ASEAN as the region's economies emerge from the coronavirus crisis. It sees opportunities in the construction and mining industries of Indonesia, the Philippines and Vietnam, especially.

Contact us:

Global NSW Investment Concierge:

T: +61 2 8222 4888

W: invest.nsw.gov.au

