

## KWD-globalpipe 268

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### GasPEX Australia – Fastest starter of young companies 2004-6



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**Gas Pex Australia Pty Ltd, established in 2005**, was recently awarded the prestigious Fastest Growing Start Up Company in Australia by the Australian Magazine **Business Review Weekly**. This award was only achieved through the close partnership and co-operation that is shared between the **Gas Pex and Rifeng companies**. Key factors that have set Gas Pex Australia apart from its competitors to make it the number 1 brand in Australia include: the **quality of product** that it receives from Rifeng and their ability to **readily gain national Standards approvals** the close cooperation that the companies have that allow Gas Pex to get product quickly to market to best service customers the ability to price the Gas Pex system as an attractive option to competing systems a national presence with representation in the key States of **Australia**.

Coming off a very low base, Gas Pex Australia, a supplier of flexible gas-piping systems to the plumbing industry, claimed the title of **fastest start-up** with a remarkable 13,453,8 percent increase from 5.721 \$ (revenue 2004-05) to 775.412 revenue 2005-06).

It was personal experience that drove Gas Pex director Gavin Shaw and his partners to establish the business. As commercial plumbers, they were frustrated with the lack of alternatives to copper pipes on the market. A flexible plastic system was available, but supply issues made it difficult to obtain. Gas Pex initially chased the Victorian and Tasmanian distribution rights for existing plastic system, but was knocked back. The **company then decided to find a competitive system and import it**. It eventually

**partnered with China's Rifeng**, one of the world's biggest manufacturers of multi-layer pipe. "When we entered the market, we made sure that we could price our system so that material costs would be similar to, or slightly cheaper than, the copper system and plumbers would save by halving the installation time on each job", Shaw explains.

**"Since our launch in early 2005, the price of copper has skyrocketed**, providing an even more compelling reason for plumbers to change to our system. We have consciously **held our prices down during this period**".

**Building awareness among potential customers was vital for Gas Pex.** "We did this by running barbecues for plumbers, participating at trade shows and presenting to builders and plumbers. All the time, we were referring buyers back to the merchants who would then stock more of our products as demand grew."

Although it is unlikely the company will have such a spectacular revenue rise again, the company is forecasting strong growth for the next few years at least.

**"We believe the Gas Pex phenomenon will, in many ways, mirror the water-pipe market"**, Shaw says. **Galvanised pipe** was the mainstay in that market 20 years ago. Nowadays, there are not too many plumbers working with it because of the ease of using plastic systems. **Directors of Gas Pex Australia, Andrew Comans** and Gavin Shaw, recently visited Foshan to attend the 102nd session of the Canton Fair and meet with key members of the overseas marketing team that actively support the Gas Pex business. Andrew Comans, Managing Director of Gas Pex Australia, thanked Justin Min, Karen Sui, Jane Tao, Louisa Zhou and Michelle Lv for their continuing support in actively assisting Gas Pex with its continued growth.

The two companies enjoy a very healthy working relationship and look forward to a long and prosperous future together. Source: BRW, June 2007.

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