

# AIS wins Stevie

Australian Innovative Systems (AIS) has taken out an International Stevie Award for Most Innovative Company of the Year in Asia, which includes the Indian sub-continent, Australia and New Zealand.

The International Business Awards are regarded as the 'Oscars' of business. The Stevies, nicknamed after the Greek word meaning 'crowned' will be presented to winners at a gala dinner on September 14 in the St Regis Hotel in New York City.

Established in 1974, AIS is a Queensland manufacturing company specialising in the disinfection of water via electrolysis. A strong focus on design innovation and quality has seen AIS win a string of prestigious awards and being selected for the Australian Technology Showcase 2009, a State and Federal Government initiative to promote Australian innovation globally.

Also nominated for the only global, all-encompassing business awards program honouring great performances in business was Toowoomba-based buyashed.com.au, which notably achieved two finalist positions in Executive of the Year in Asia and an e-commerce award. Other Australian companies who gained finalist positions included XCOM Media of New Farm, Sefiani Communications Group



Elena Gosse.

of North Sydney now linked with Brisbane's Three Plus, Telstra Corporation's Telstra Turbo 21 USB modem and New South Wales Department of Education's National Test Administration.

AIS director Elena Gosse said the award is a significant accolade for the hard work and innovation of the research and development team.

"This award is like the Oscar of the business world and we are very proud

to have been recognised for our innovation above many extraordinary companies worldwide," said Ms Gosse. "We have been focusing on developing eco-efficient products and our innovations are changing the way water is disinfected and treated.

"During the last 10 years we have developed several key innovations; our greenest and proudest achievement to date is designing a fresh water chlorine generator, which does not require any salt or chemicals to produce chlorine.

"We are able to make the chlorine from the small amount of natural mineral salts in the fresh water. It has also halved the amount of electricity needed to generate chlorine, from 13 watts per gram to only six watts per gram of chlorine, which is a significant energy saving," she said.

## EXPORT SUCCESS

AIS's two signature products – *Autochlor* for salt water chlorination and *Ecoline* for fresh water chlorination – are currently exported to more than 53 countries worldwide.

"This new technology takes us well beyond the swimming pool and has application potential for drinking water, reverse osmosis, food processing plants, cooling towers, agricultural lagoons, irrigation water, recycled water, grey water, sewerage and waste water," Ms Gosse said.

Recipients of the International Stevie Award trophies were selected from more than 1,700 entries received from more than 30 countries.

Stevie Awards are conferred in four programs: *The American Business Awards*, *The International Business Awards*, the *Stevie Awards for Women in Business*, and the *Stevie Awards for Sales and Customer Service*.

The increase in the number of entries from the Australia region and the resulting placements are most likely due to the appointment of a dedicated regional coordinator for the awards in Australia – Yvette Adams, a Queensland based business woman who was a finalist in the



AIS's Ecoline water purification product.

international women in business awards in New York last year (*Business Acumen* issue 53).

"We realise we've still got a long way to go in terms of building a profile for the awards in the Australia and New Zealand region however we're really pleased a number of businesses have taken the time this year to tell 'their story' and that several have been recognised with finalist and winning positions in these prestigious international awards. It is fantastic to see so many of them being recognised on an international scale," Ms Adams said.



Yvette Adams.

The next international awards opportunity on the Stevies annual schedule is the 2009 International Women Business Awards which has an extended nomination deadline available until August 31

[www.stevieawards.com](http://www.stevieawards.com).

[www.aiswater.com.au](http://www.aiswater.com.au) ■