

Water treatment company a clear success story

Michael Stott

FOR Kerry and Elena Gosse, the acquisition of Australian Innovative Systems (AIS) in 1992 was the beginning of a very successful business venture.

Their one-stop shop for environmentally friendly water treatment products has since developed an international reputation and reach.

Executive director Elena Gosse said even in the middle of an economic downturn, they managed to continue posting strong growth.

"Since taking over the business in 1992, we have managed to maintain a growth

of approximately 20 per cent each year," Ms Gosse said. "In 1995, our turnover was approximately \$1 million and that figure has grown to around \$9.2 million in the last financial year."

Ms Gosse said the key strength of the business was maintaining a strong focus on developing innovative and eco-efficient products.

"Our innovations are changing the way water is disinfected and treated," Ms Gosse said. "During the last 10 years we have developed several key innovations. Our greenest and proudest achievement to date has been

designing a freshwater chlorine generator.

"The development of the new generator allows the production of chlorine without the use or need for any salt or chemicals."

She said the company's success was attributed to an ever-growing demand for swimming pools and, as such, a growing demand for new and improved water treatment products.

"AIS has catered for this demand time and time again," she said.

Tonight the company goes head to head as an innovation

award finalist in the Telstra Small Business Awards, against Carbon Media Events; ChinaDirect Sourcing; EnviroSax and Technigro.

AIS has received international recognition for its work with a Stevie Award for Most Innovative Company of the Year in Asia.

The Stevie Awards are regarded as the Oscars of the business world.

The Telstra awards will be presented tonight at Brisbane's Hilton while the Stevie winners will be announced in New York in September.



KEEPING UP: Tingalpa manufacturers Kerry and Elena Gosse have thrived on innovations.

Picture: Tim Marsden