



Established in 1955, family-owned B&R Enclosures does not lack history. Building on that means moving smartly with the times.

Right now the company is eagerly building its digital capabilities. Its most recent strategy update saw the emphasis “as much on digital transformation” as it was on particular market segments. “We are seeing – even today – us win business in new areas we had not anticipated because we are on the Industry 4.0 journey,” explains General Manager at B&R, Chris Bridges-Taylor.

“So the capabilities and services we can provide to our customers is appealing, We find we can respond to their needs in a way that we would not have been able to five years ago.”

The company of 300-plus employees is run from Heathwood in south Brisbane, and also manufactures at Adelaide, Sydney and Suzhou, China.

Among its awards are a National Gold Award for Quality for a large business and an NBN Co Chairman’s Award for Supplier Excellence and Innovation.

B&R’s enclosures, racks and cabinets can be found everywhere from iron ore mine sites to data centres to hospitals and homes.

“The cabinet itself may look simple just as the problem can look straightforward. That is of course, if you are not familiar with the challenges,” says Bridges-Taylor.

Our customers have equipment that is valuable and needs to perform year on year for them or their customers. They want their gear protected from hazards and the environment, as well as being safe for people

to work with. Simple enough. But there’s a plethora of situational issues in every scenario, often conflicting with each other plus we find customers often want to install the kit immediately, “yesterday if possible please!”. Anticipating the actual, most appropriate solution might be the very last thing on their mind when making their query.

“Quite rightly, our customers focus on their main priorities, which is what they’re trying to achieve with the equipment, and they might not be considering the amount of space needed, electrical standards, or other issues like temperature management. A whole range of issues that we have experience solving quickly for them,” she adds. The company also provides additional services including supply chain management and customised solution design.

Superior domain knowledge will naturally remain vital to extending B&R’s proud history. Bridges-Taylor and her brother are second-generation company leaders, with three in the third generation in senior management roles.

Keeping up with the fourth generation of major industrial shifts, or Industry 4.0, is both vital to the Company’s prosperity and among the reasons B&R is a part of the Australian Manufacturing Growth Centre.

“We’re are in contact with people and other businesses who share that perspective, are taking action and want to share ideas and experience, so that as a whole the community that we operate in becomes more capable and we achieve better competitiveness for Australian manufacturing as a whole,” says Bridges Taylor.



“The pace at which knowhow and innovation are evolving has never been brisker, and keeping up requires a group effort and support.”

“For example, If there are no other companies around who can share the cost of having technical support on standby ready to service modern, hi-tech equipment or, are investing in the development of people with skills for the future, or who are liaising with the universities to make sure that those skills are coming through, then it will not be a very sustainable position for us or other Australian manufacturers,” Bridges-Taylor adds.

“It’s a case of our collective skills in Australia need to grow for us to succeed in the longer term. I’m in a family business where there are many families whose livelihood depends on the jobs we provide. The manufacturing sector is important for the welfare of Australia, and we need to strive together to make it prosper.”



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**Chris Bridges-Taylor**, General Manager at B&R