



ADVANCED MANUFACTURING GROWTH CENTRE

MEMBER PROFILE



The Evolve Group of businesses dates back to 2005, and founder Ty Hermans' highly successful Polyslab invention.

Since releasing this air conditioning base and other globally renowned innovations such as vehicle recovery device TRED, the company's operations have shown Ty and his team that manufacturing here is not something too difficult to consider. His position is based on profits and not just patriotism.

"I make more money in my company by manufacturing in Australia than buying from China," says Hermans, who he and family have had a long history dealing with China dating back nearly 40 years. "I'm confident that I have contacts in China that can find me the best deal possible, but I can't justify manufacturing any Plastic or Composite products in China, it's just more commercially viable to do manufacture them here in Brisbane.

“My dad took one of the first trade delegations into China about four decades ago. I grew up importing from China and other low-cost countries, so I know how to import really cost effectively. However, with the right approach, you can make more money when you manufacture in Australia. That is what I think is the most powerful message.”

It can even provide certain advantages, most obviously through a simplified supply chain.

One of the secrets is a holistic view of the products entire supply chain which Evolve understands intimately as a company that handles the complete lifecycle from concept through to commercialisation.

This includes using Lean tools to understand the true cost of production, removing as many touchpoints as possible, and design for manufacture to ensure the overall product cost is as low as possible.

In these and other areas, Evolve assists a wide variety of clients, acting as a one-stop shop for bringing great ideas to market.

"We focus on almost any medium; we are very strong in plastics and composites, but we work across steel fabrication, precast concrete, timber, electrical components and assemblies, basically anything in the hardware space. Our absolute benchmark is we add value or we get out of the way – we will never add cost or complexity to a project."

One standout in recent years has been the Flow Hive, a concept for a new beehive from Stuart and Cedar Anderson. The Andersons' viral sensation broke crowdfunding records in 2015, raising \$US 12.5 million on Indiegogo.

Evolve optimised the Flow Hive product and handled DFM as well as manufacture and global outbound logistics from their Brisbane based factory. The product won the team a prestigious 2016 Good Design award, ahead of the likes of Tesla, Google, Microsoft and Miele.

This high-profile project showed that Australian companies do not need to look overseas for suppliers. The topic of reshoring has also become one he is evangelical about, Hermans admits.

“If someone rings me and they want a plastic product manufactured and they are currently making a plastic product offshore, I tell them categorically that I can produce your product more cost effectively here,” he says.

"I have made all sorts of stupid bets on this over the years. I have not had to pay one out yet."

Through technical leadership involving robotic automation and the principles above, fairly basic injection moulded items can be made here and Evolve is proving this on a daily basis.

Hermans applauds the Advanced Manufacturing Growth Centre's support of Evolve's reshoring ideas, and in suggesting ways to act.

He recalls a phone call to his local federal MP, which led to a speedy inquiry from the AMGC's Managing Director Jens Goennemann.

"He rang me within an hour, and it was all action," explains Hermans.

Probably the single biggest thing I can say about the AMGC: in the same way I do not like to mess around, and neither do they. They got on board, they understood, they saw the opportunity for what it is and they took action. And I think that is just absolutely phenomenal.





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Ty Hermans, Founder