

## Media Release

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### AUSTRALIAN 3D PRINTED ORTHOTICS RECEIVES BOOST INTO GLOBAL MARKETS

- *AMGC announces its backing for collaborative project with iOrthotics to support the firm's rapid expansion into global markets with the use of HP Multi Jet Fusion 3D printing technology.*

The Advanced Manufacturing Growth Centre (AMGC), a Commonwealth supported initiative, is providing \$195,250 in co-funding for a collaborative project led by iOrthotics. The Queensland podiatry and orthotic business is pioneering the next wave of 3D printing technologies with ambitious plans to expand its reach into the United States, UK and Canada.

iOrthotics is a fast-growing maker of custom orthotic shoe inserts that correct biomechanical issues. The company supplies to 75 clinics across Australia and has new opportunities in several international orthotic laboratories. Seizing this potential for increased export growth and revenue requires digitising its operations and scaling up production using a new HP Multi Jet Fusion printer.

"On each occasion, I like to reinforce the message that Australian manufacturers must compete on value and not on cost; and we are excited to be supporting iOrthotics, a manufacturer who is doing just that," said Dr Jens Goennemann, Managing Director of AMGC.

"iOrthotics is leveraging a network of expertise including its supply chain and University of Queensland to provide superior medical devices, and by building on its technical leadership and taking that globally."

The collaborative project uses the company's relationship with machine provider HP, as well as local reseller Evok3D, which is sharing technical support. University of Queensland will provide invaluable material science, testing and validation expertise in developing iOrthotics' superior new products and processes.

"We do need help to facilitate what we are doing, or we simply cannot afford the investment to innovate," says Dean Hartley, General Manager, iOrthotics.

"It is the network and industry knowledge AMGC is able to provide which can help a business such as ours that is in its growth and early commercialisation stage."

Hartley adds that digitising operations, including the entry system for clients, tracking jobs via barcoding, and optimising orthotic design for manufacture, is essential to scale internationally.

iOrthotics moved to 3D printing in 2015, using fused deposition modelling (FDM) and cutting 1.4 kilograms of waste for each pair of orthotics made compared to older milling methods. A bank of 20 printers enabled 3,300 pairs of orthotics annually to be produced. With R&D and their new HP printer purchased last year, iOrthotics can produce 24,000 pairs annually requiring less postprocessing and reducing over 30 tonnes of plastic landfill waste.

## Notes to editors

### *About Advanced Manufacturing Growth Centre (AMGC)*

The Advanced Manufacturing Growth Centre is an industry-led organisation established through the Australian Government's Industry Growth Centres initiative. The vision for the Advanced Manufacturing Growth Centre is to develop an internationally competitive, dynamic and thriving Australian advanced manufacturing sector that is critical to the long-term health of the economy and the nation.

<http://www.amgc.org.au>

### *Industry Growth Centres*

The Industry Growth Centres Initiative is an industry-led approach driving innovation, productivity and competitiveness by focusing on areas of competitive strength and strategic priority. This will help Australia transition into smart, high value and export focused industries.

The Initiative enables national action on key issues such as collaboration, commercialisation, international engagement, skills and regulation reform. It drives excellence, not dependence, and will create an economy that ensures Australia's ongoing prosperity. For more information: [www.industry.gov.au/industrygrowthcentres](http://www.industry.gov.au/industrygrowthcentres)

### *About iOrthotics Automation*

iOrthotics designs and manufactures custom-made orthotic devices. Made specifically for a patient's feet, each orthotic device is prescribed by a Podiatrist. With collaboration from the University of Queensland, and the realisation of a digitisation supply chain, thanks to HP's Multi Jet Fusion 3D printing technology, iOrthotics is expanding its Australian operations. Its market leading technology means new ways for better patient outcomes both here in Australia and abroad.

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