

ADVANCED MANUFACTURING GROWTH CENTRE

MEMBER PROFILE

Smartline
MACHINERY

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Established in 1995, Smartline Machinery has grown into a sales-focused manufacturer of specialist equipment, including endoscopy cabinets, height-adjustable tables and sinks and sterile storage, for the health industry. Its reach has now grown to span 52 countries.

The company's early days suggested it could have taken a different path, with its origins lying in machinery for fruit processing and handling.

After experiencing dissatisfaction developing solutions for primary industry, then in general engineering and building fit-out assignments, Smartline realised that its expertise could be better deployed in health.

“We quickly realised the Australian health industry could be very well serviced by people that were actually interested in coming up with solutions,”

explains Will Smart, Managing Director and founder at the company.

Smartline has achieved considerable international reach, with a number of its products sold globally through distributors. In turn, export growth has matched in numbers, helping to offset the inconsistent and often unpredictable spending in local healthcare budgets.

Smartline's success has been recognised in awards, such as being a finalist in the Queensland Export Awards and winning the Building & Manufacturing Business of The Year at the Sunshine Coast Business Awards 2017.

Its range of products can be found throughout hospitals around Australia, especially CSSD (central sterile services department) and operating theatre environments. These products include precision-built sterile storage and endoscopy storage units, tables, sinks, shelving and other storage items. Its range covers the cycle of dirty collection and clean delivery within hospitals.

Smartline is fully ISO 9001 quality assured, and a full company audit in 2017 detected zero defects.

The company's capabilities include 3D design software using Autodesk Inventor and manufacturing focused on fabrication and assembly, using a large array of local suppliers. Around 25 suppliers are engaged full-time in Australia, with a significant supply chain network underneath. Smartline also offers consulting design and drafting services.

In-house innovations in recent years have featured technology in endoscope drying and storage cabinets, with full traceability of scope's status and history.

“During recent instrument storage testing in France, Smartline found that in working through the validation process of our own equipment, we developed some new technology that has created a lot more potential than what we had expected,” adds Mr Smart.



“As a result, we have decided to invest into that technology, supported by good patents, to open up future opportunities for us.”

Smartline is joining the AMGC as a member as it sees the group's goals “close to our heart” and shares qualities such as being “very pro-Australian employment and pro-company wellbeing”.

Support for new technology is vital for fast-tracking local manufacturing development, Smart adds, helping companies to compete at an international standard.

“The fact that the co-funding is administered through Australia, from Australia, for Australian business is an important aspect for us,” Mr Smart explains. “Without that support, staying in the race might be very difficult.”

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