

## Media Release

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### NT PRINT HOUSE WEARS MANUFACTURER LABEL WITH PRIDE

- *Northern Territory print house Colemans will introduce new technology to reduce lead times for Top End businesses with state-of-the-art digital printing and packaging services via the Advanced Manufacturing Ecosystem Fund (AMEF)*
- *Collaborative project between Colemans Printing, Currie Group, and Charles Darwin University to develop e-commerce and training essential to the delivery of the new service capabilities*
- *The \$1.26 million project backed by \$492,000 co-investment from the Northern Territory Government's AMEF, administered by the Advanced Manufacturing Growth Centre (AMGC)*

Darwin-based Colemans Printing is embarking on an ambitious project to bring cutting-edge packaging and labelling manufacture to Northern Australia. The project seeks to establish new capabilities in the Territory and serve the needs of local businesses that currently look interstate or overseas for their labelling requirements.

As part of the project, Colemans has been awarded a \$492,000 co-investment from the Northern Territory Advanced Manufacturing Ecosystem Fund (AMEF), administered by the Advanced Manufacturing Growth Centre (AMGC) which is part of a five-year, \$8.75 million partnership between the Northern Territory (NT) Government and AMGC.

The project is expected to deliver \$2.4 million in additional revenue within five years and create at least three new skilled roles at Coleman's Darwin base. The company will acquire a HP digital label press with custom finishing capabilities. This will bring proven, unmatched technology to the Territory. Furthermore, the project includes collaborative research with Charles Darwin University into the possible use of Artificial Intelligence (AI), integration of e-commerce tools, and training that will see 12 of Colemans' existing staff upskilled during the eight-month project.

**Managing Director of Colemans Printing, Tony Coleman said:** A project like this will be transformative for the Top End. It will give businesses located across the region access to the latest labels and packaging technology, while shortening lead times and expediting high-quality solutions across Northern Australia".

The project will position Colemans strongly to support industry-driven needs, such as the transition to National Packaging Sustainability Targets which demands that 100 per cent of packaging must be reusable, recyclable, or compostable by 2025. In addition, it will introduce packaging and labelling techniques that can cater to the demands of Northern Australian conditions; and provide traceability, artificial intelligence and augmented reality.

Northern Territory and Northern Australian businesses currently rely on basic stickers sourced locally or bulk labels imported from interstate or overseas. The situation presents a sizeable opportunity for Colemans to support important sectors such as health, shipping, oil, gas, and mining, beverages and food,

agriculture, and horticulture, and to provide agile solutions with a superior understanding of local conditions over significantly shorter supply chains.

**NT Chief Minister Natasha Fyles said:** “Investing in new industries means we continue to diversify and become a resilient economy. To date, the AMEF program is on track to create up to 100 new manufacturing jobs and generate up to \$37.5 million into the Territory’s economy over the next five years.

“By investing in Colemans’ capability, NT businesses are less susceptible to supply chain delays while retaining more businesses in the Territory, in turn growing local jobs and prosperity.”

**NT Minister for Advanced Manufacturing, the Hon. Nicole Manison said:** “Growing the Territory’s advanced manufacturing industry is a key part of our strategy to grow the Territory economy to \$40 billion by 2030 and create more jobs.

“The AMEF has been designed to lift the capability of the NT manufacturing ecosystem in which printing and packaging plays a significant role. Providing the Territory with this new printing technology means that we can have more reliability within our supply chain.”

According to market research, Australia’s printing industry was worth \$6.5 billion in 2020, with non-publication printed materials (representing 13.9 per cent of the total) the only segment to grow in the previous five years.

**AMGC’s Northern Territory Director, Charmaine Phillips said:** “The printing industry is preparing to be reshaped by innovations including greater use of AI and augmented reality, together with intelligent and active packaging.

“This provides a much-needed local solution for the Territory, positioning Colemans to exploit the benefits of these shifts for themselves and their customers.”

**Managing Director of AMGC, Dr Jens Goennemann said:** “As with the other projects we are supporting through the AMEF, this Colemans-led effort introduces important new capabilities to the NT, making not just one but a collection of companies more competitive.

“It is a compelling example why manufacturing capability is a rising tide that lifts many boats.”

The project and further phases of R&D led by Colemans are expected to seize opportunities driven by the growth and transformation of the packaging and labelling technology and will provide solutions with increasing relevance across the NT and Northern Australia.

Colemans with its collaboration partners of Currie Group and Charles Darwin University is the seventh NT group of businesses to receive co-investment through the AMEF, which was launched in 2021. The AMEF has spurred manufacturing activity expecting to create up to 100 new jobs and generate up to \$37 million for the Territory’s economy in its first three years.

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## **About Colemans**

Colemans Creative + Printing + Signage + now Labels is a proudly family-owned business. Owners Tony and Magdaline Coleman, both hands-on in the company, are at the helm, leading Darwin’s most trusted and largest printing and signage company into a technology-driven future.

Colemans’ motivation has always been to foster development in the Northern Territory by offering top-tier printing, signage, and creative solutions supported by personalised service. Upholding their core values of

innovation, experience, and responsibility, Colemans have consistently delivered cutting-edge printing solutions to Darwin and its neighbouring regions for over seventy years.

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

The Advanced Manufacturing Growth Centre (AMGC) is an industry-led, not-for-profit organisation established through the Australian Government's Industry Growth Centres Initiative. AMGC's vision is to transform Australian manufacturing to become an internationally competitive, dynamic, and thriving industry with advanced capabilities and skills at its core.

Through the delivery of its world-leading research, Manufacturing Academy, workshops, and ground-breaking projects, AMGC aims to develop a highly skilled and resilient local manufacturing industry that delivers high-value products – via the integration of innovative technology – to domestic and international markets. <http://www.amgc.org.au>

### ***About the Advanced Manufacturing Ecosystem Fund***

The Advanced Manufacturing Ecosystem (AME) Fund of \$7.5 million seeks to build the advanced manufacturing ecosystem in the Northern Territory. The fund aims to grow advanced manufacturing capabilities and increase investment in and output of advanced manufacturing activity in the Northern Territory and grow the number of advanced manufacturing jobs located in the Northern Territory.

The AME fund will provide grants to industry led advanced manufacturing projects located in the Northern Territory across the Territory's priority sectors where those projects:

- Commercialise new products and processes, including transitioning a new product or process from prototype stage to full commercial operations
- Support early stage, fast fail, grants to support small scale and pilot research projects in advanced manufacturing

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