



CLIENT JOURNEY

DUCTAIR

Dry Creek SA 5094

Enterprise Connect helps Ductair demonstrate quantifiable product efficiencies through Researchers In Business.

Background

Ductair is a South Australian manufacturer and supplier of air conditioning ducting and fittings. They supply a range of products and components to the air conditioning, ventilation and heating industry, and manufacture wholly in Australia.

Over recent years, Ductair invested in developing its brand and reputation along with its marketing profile and industry standing, building a platform for future expansion.

The company saw the development of environmentally friendly and sustainable products as a key vehicle for long term growth, but faced challenges in achieving third party robust testing and verification of the efficiency levels of its flagship Energy Smart™ Flexible Duct product.

Ductair needed tangible and quantifiable data in order to demonstrate to households product efficiency levels, energy savings, and reduction in CO₂ emissions facilitated by the Energy Smart™ Flexible Duct.

Driven by this need, Ductair contacted Enterprise Connect and were successful in their application for a Researchers in Business grant to help fund the placement of university researchers to evaluate their product.

Outcome

University of South Australia Sustainable Energy Centre led third party testing which quantified the efficiency levels and energy savings of Energy Smart™ Flexible Duct and produced key data and information for Ductair to better market its products.



Ductair's flagship product, Energy Smart™ Flexible Duct.

The data and findings of the Researchers in Business enabled Ductair to communicate to its market the independently verified and tested product results which has delivered a competitive advantage and significant unique selling point for the company.

“The value provided by Researchers in Business has been significant to Ductair. Quantifying the efficiency levels of our Energy Smart™ Flexible Duct has provided significant competitive advantage in the market place with a key differentiator.” Reuben Kelley of Ductair said.

As a result of the self-imposed third party verification of its product's efficiency, Ductair is now setting standards for the industry which is now beginning to demand this type of validation as a prerequisite.

Ductair, primarily focused in the South Australian marketplace, is now competing against multinational players in the field and due to the differentiation delivered by Researchers In Business program, is well placed to compete on this basis.

Ductair has seen a notable increase in sales since the research was completed and findings communicated. They now see the independent validation of product efficiency and sustainability as a key element of its value proposition.

Further Information

Visit www.enterpriseconnect.gov.au or call the hotline **131 791**