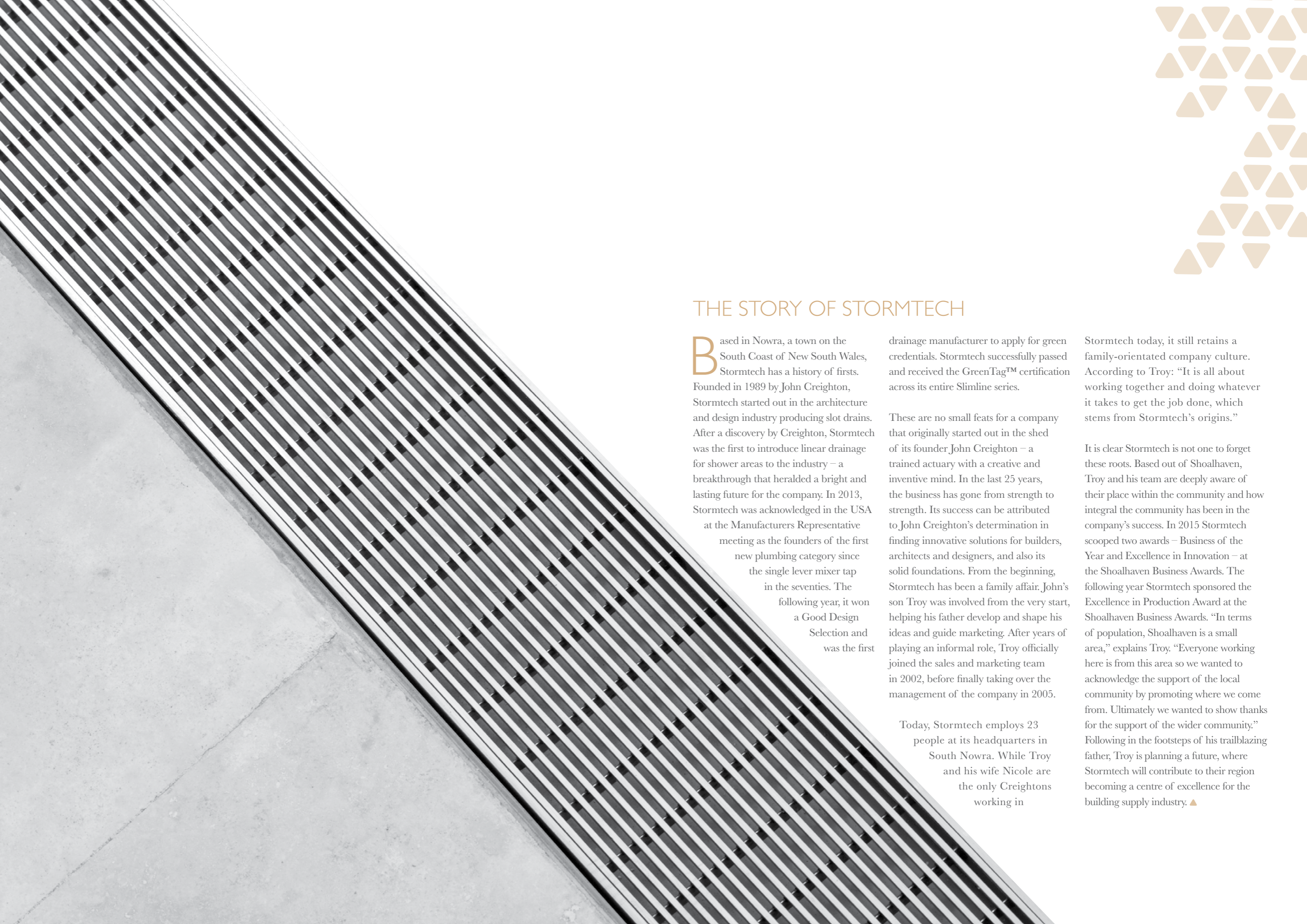


Stormtech

A History





THE STORY OF STORMTECH

Based in Nowra, a town on the South Coast of New South Wales, Stormtech has a history of firsts. Founded in 1989 by John Creighton, Stormtech started out in the architecture and design industry producing slot drains. After a discovery by Creighton, Stormtech was the first to introduce linear drainage for shower areas to the industry – a breakthrough that heralded a bright and lasting future for the company. In 2013, Stormtech was acknowledged in the USA at the Manufacturers Representative meeting as the founders of the first new plumbing category since the single lever mixer tap in the seventies. The following year, it won a Good Design Selection and was the first

drainage manufacturer to apply for green credentials. Stormtech successfully passed and received the GreenTag™ certification across its entire Slimline series.

These are no small feats for a company that originally started out in the shed of its founder John Creighton – a trained actuary with a creative and inventive mind. In the last 25 years, the business has gone from strength to strength. Its success can be attributed to John Creighton's determination in finding innovative solutions for builders, architects and designers, and also its solid foundations. From the beginning, Stormtech has been a family affair. John's son Troy was involved from the very start, helping his father develop and shape his ideas and guide marketing. After years of playing an informal role, Troy officially joined the sales and marketing team in 2002, before finally taking over the management of the company in 2005.

Today, Stormtech employs 23 people at its headquarters in South Nowra. While Troy and his wife Nicole are the only Creightons working in

Stormtech today, it still retains a family-orientated company culture. According to Troy: "It is all about working together and doing whatever it takes to get the job done, which stems from Stormtech's origins."

It is clear Stormtech is not one to forget these roots. Based out of Shoalhaven, Troy and his team are deeply aware of their place within the community and how integral the community has been in the company's success. In 2015 Stormtech scooped two awards – Business of the Year and Excellence in Innovation – at the Shoalhaven Business Awards. The following year Stormtech sponsored the Excellence in Production Award at the Shoalhaven Business Awards. "In terms of population, Shoalhaven is a small area," explains Troy. "Everyone working here is from this area so we wanted to acknowledge the support of the local community by promoting where we come from. Ultimately we wanted to show thanks for the support of the wider community." Following in the footsteps of his trailblazing father, Troy is planning a future, where Stormtech will contribute to their region becoming a centre of excellence for the building supply industry. ▲



Q&A with Troy Creighton

Managing Director at Stormtech

Your father John founded Stormtech. What was his prior profession?

Dad had a very varied career. He started out in an insurance company – that was his career up until the late seventies. He was a very creative person and outside of work, he was always coming up with inventive things.

How did he end up inventing the slot drain?

In the seventies, he invented a refillable pressure pack. Unfortunately, it didn't commercialise, but it was very innovative. In fact, since the patent expired, two companies have put it into production. After that, he didn't want to go back into the corporate world. He got involved in different building roles, got his builder's licence and learned concreting as a trade. From 1980 to 1989 he was mainly doing concreting work. Around that time, he identified an opportunity for better drains than the existing ones that were

used for driveways. He thought he'd come up with a neater, nicer drain you could concrete-in. This resulted in the slot drain which became a finished product in 1991.

What was your first role in Stormtech?

When dad was first fooling around with his idea for a type of drain, which ended up being the slot drain, he didn't have the knowledge to do calculations on the flow rate. I was fresh out of high school and knew my differential calculus and quadratic equations pretty well. I was able to work out the hydraulic theory and we came up with the name Stormtech together. Dad was the genius who came up with the concept of the drain.

Were you involved during this period?

During that time I was working for different businesses with several years in BHP in sales. I was still working with dad on various things,

mainly marketing. Between the early to mid-nineties, the company really struggled. Although the slot drain was selling it wasn't enough to pay the bills – family and friends were all helping out to keep us afloat. 1996 was the breakthrough – Dad had developed the slot drain and that evolved into the special assembly product, which we have won a number of awards for, which then evolved into the world's first linear shower channel. From the business turnaround, dad was able to invest in improving the products and asked me to work for the company. It was timely – my career was in the building industry at that point and I had the experience to take the product to market.

Did John realise he was on to something unique?

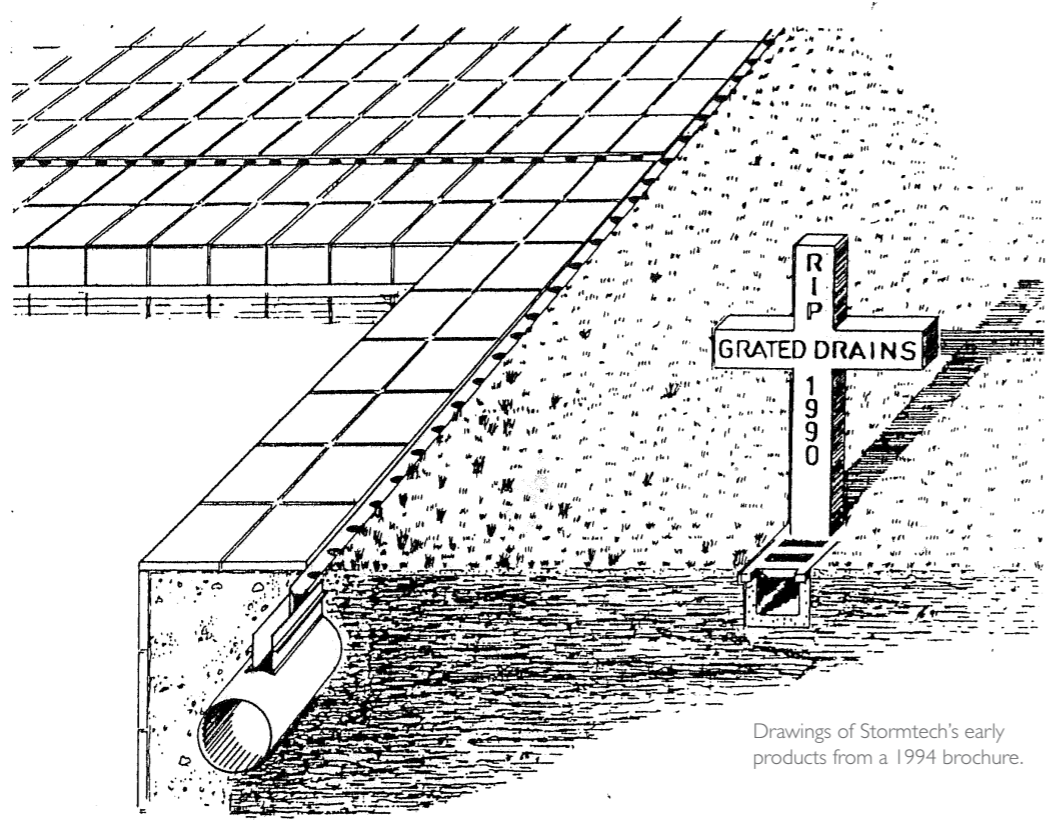
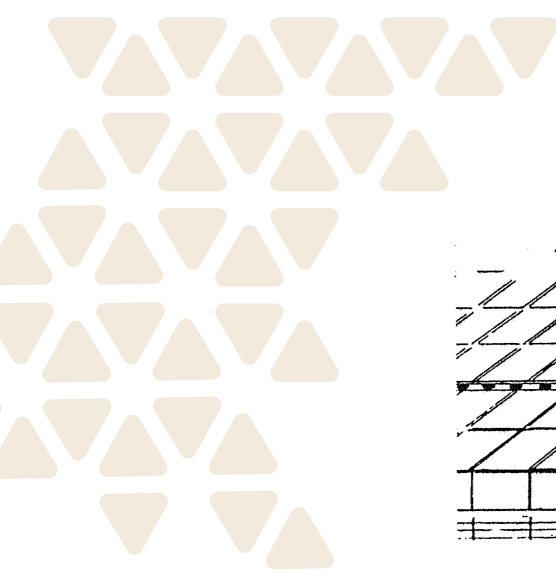
No. He was simply solving a problem. The initial scope was to create a hobless or barrier-free shower. It turned out, that in solving the accessible

shower problem, we solved a whole bunch of design issues. Designers and architects had never realised how irritated they were by having to put an outlet in the middle of the shower and use small tiles to create the shallow dish. We focused deeply on the simplest way to get the drain installed. We didn't want it to be any different to installing a normal drain. That was probably one of the keys to dad's technical prowess – being able to come up with a methodology that allowed us to innovate with new versions but keep the same inherent simplicity.

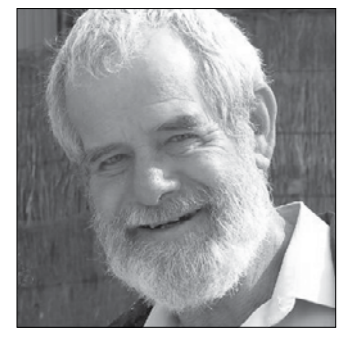
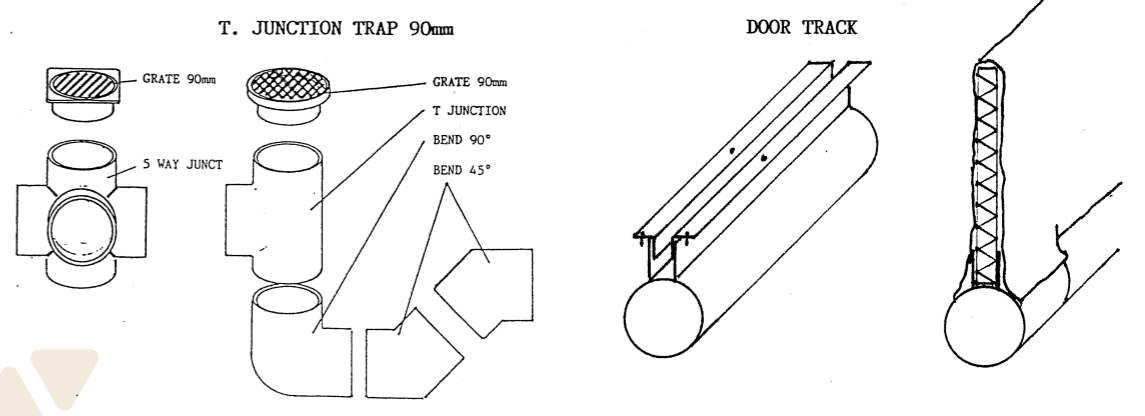
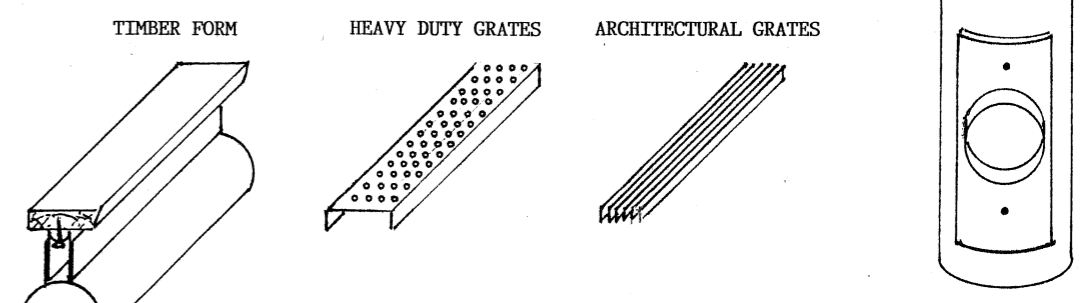
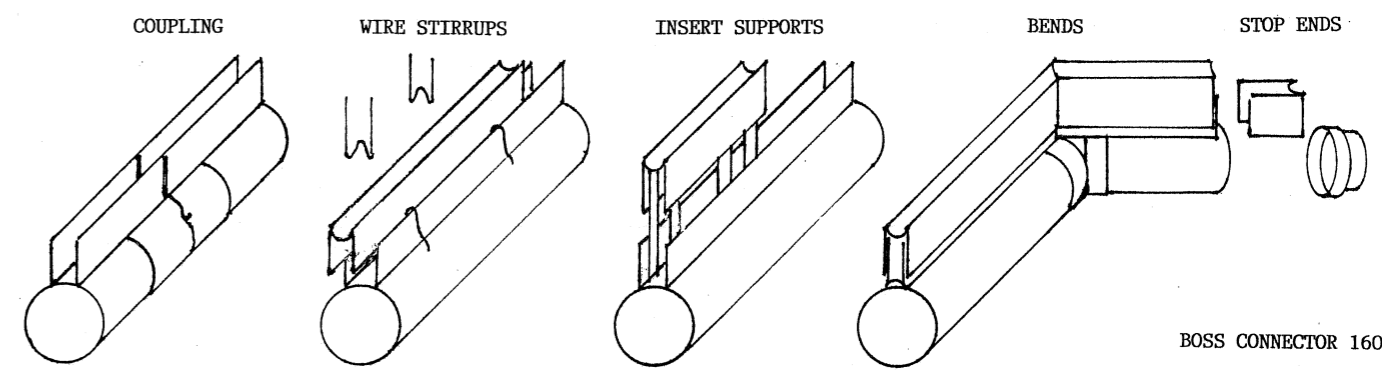
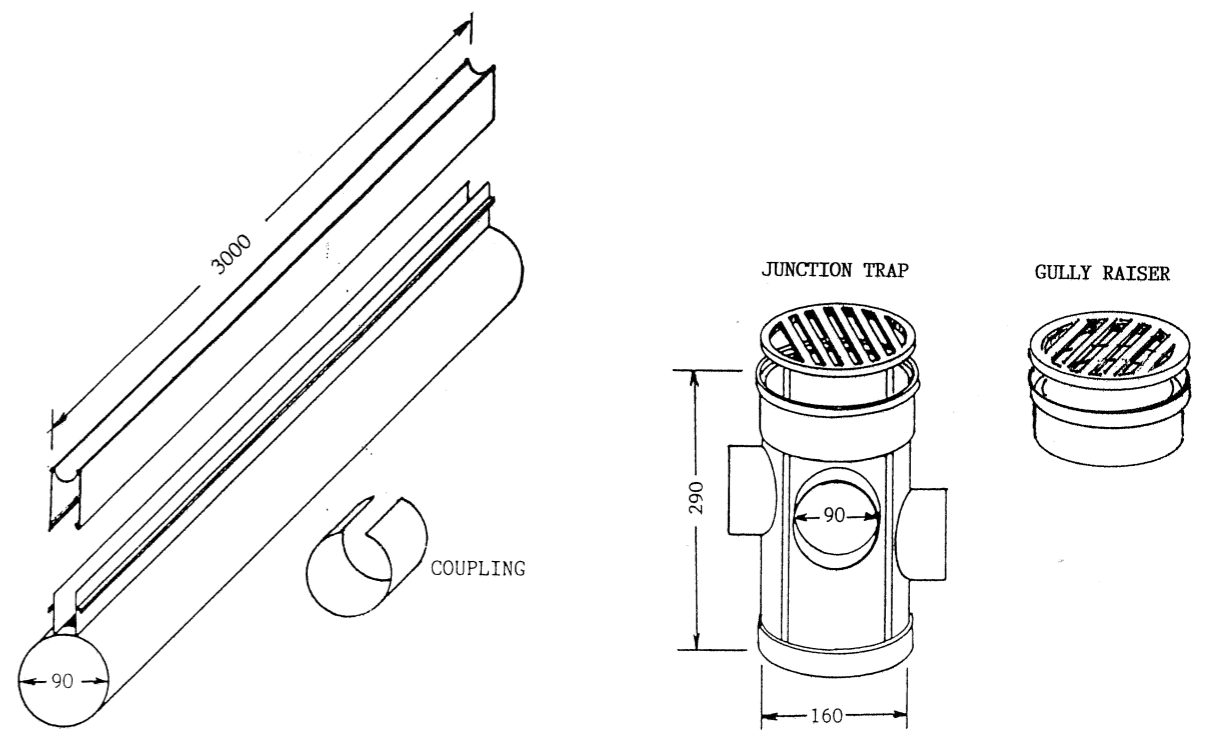
What is your vision for the future of Stormtech?

Well the old saying is 'if it isn't broken, don't fix it' but we are planning new products and we have an R+D portfolio overflowing with ideas to launch. We're investing in more people and more technology. We want to be a centre of excellence for linear drainage. ▲





Drawings of Stormtech's early products from a 1994 brochure.



JOHN CREIGHTON FOUNDER OF STORMTECH

Born in 1940 in Casino on the north coast of NSW, John Creighton started out his working life in an insurance company. He worked as an actuary/manager until the late seventies. After designing and prototyping a number of varied products – from a refillable pressure pack to a series of drainage systems – Creighton pursued a building career, mainly focusing on concreting. In 1989, after identifying a need for a drain that could easily be concreted in driveways, Creighton invented the slot drain and started the company Stormtech. In 1996, Creighton was approached by an architect to build a barrier-free drainage system for showers, from this, the idea for Stormtech's linear drain transpired, for which the company is known for today. ▲



MILESTONES OF INNOVATION

Since its inception, Stormtech has celebrated a number of successes. From product innovation to international accolades, here are some key moments that have made Stormtech the company it is today.

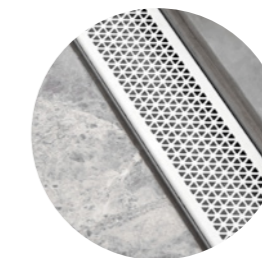


1989
John Creighton launches Stormtech.

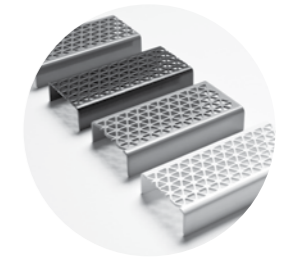
2002
Troy Creighton joins the Stormtech sales team full-time.



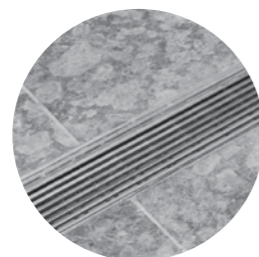
2005
Troy Creighton takes over management of Stormtech.



2013
Winner of the Editor's Choice Awards at ICFF in NY for the Kitchen and Bathroom Product of the Year.

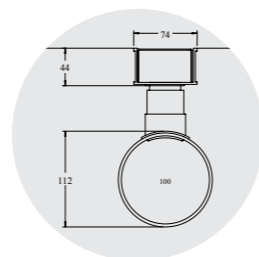


2014
Good Design Selection award for the linear drain system designed by Marc Newson.



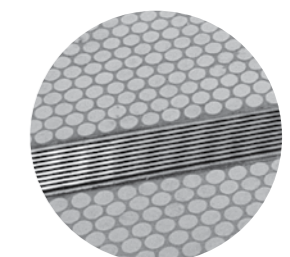
1996
The first linear shower drain is installed.

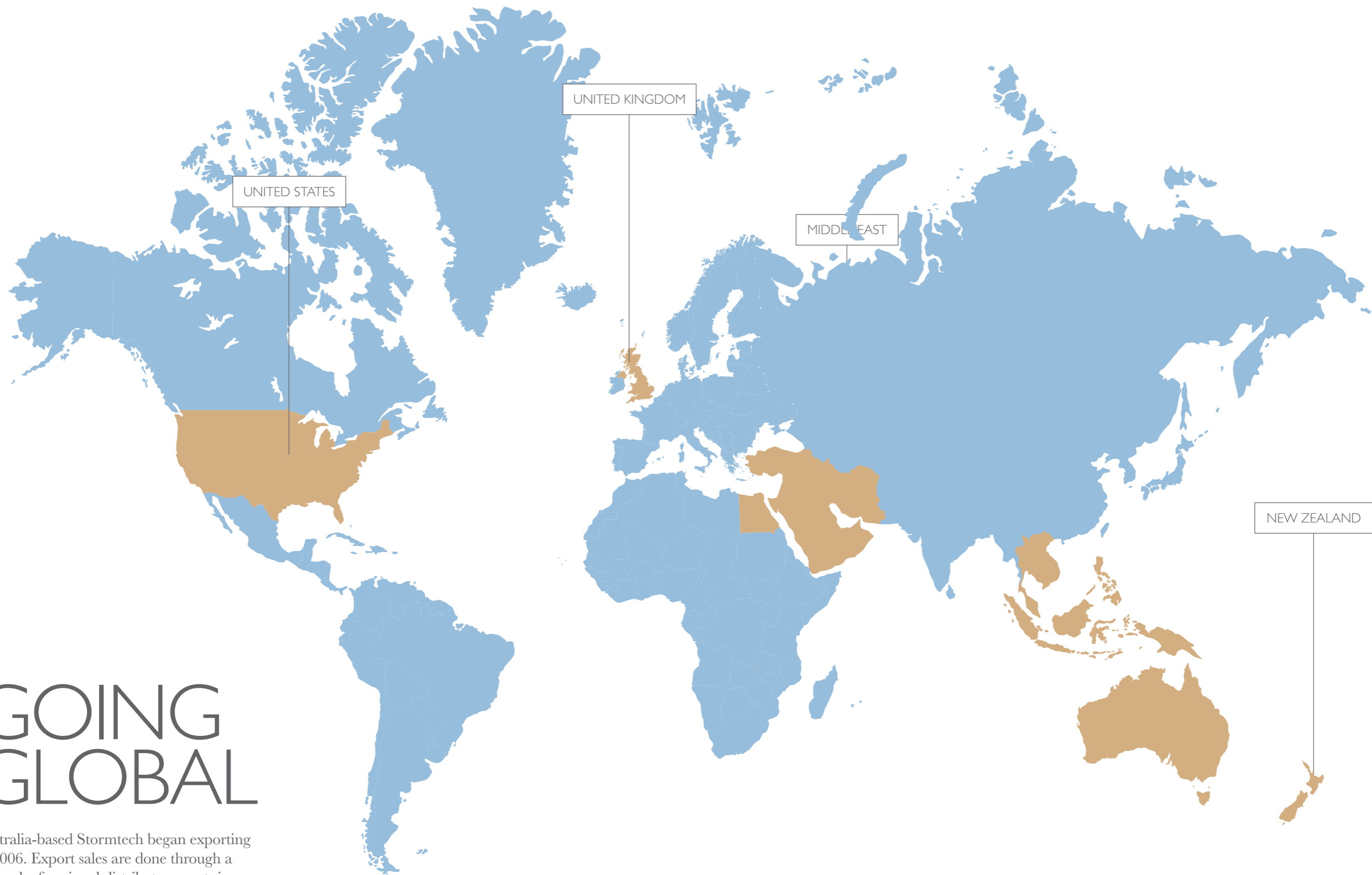
2004
Awarded the DesignMark for the manifold Special Assembly.



2006
Stormtech breaks into the export market.

2014
Stormtech becomes the first drainage manufacturer to apply for green credentials and achieves GreenTag™ certification across its entire Slimline series.





GOING GLOBAL

Australia-based Stormtech began exporting in 2006. Export sales are done through a network of regional distributor agents in New Zealand, Middle East, South East Asia, USA and UK. The distributors promote Stormtech products locally with help of bi-annual visits from Troy Creighton. ▲



MARC NEWSON DESIGNER OF THE 65MND RANGE

Launched in 2013, the series by Marc Newson signaled a new and exciting direction for Stormtech. Having realized that the company's groundbreaking drainage solutions were offering designers

and architects previously unforeseen options in bathroom drainage,

Troy Creighton, wanted a high quality design that reflected its superior functionality.

"I could see the

commodification of the product looming," Creighton recalls. "An abundance of imported copies were starting to appear. Some competitors were running effective marketing campaigns and, at that time, people were calling them designer drains. I thought to myself: "What if we could team up with a rockstar designer?"

"On advice from colleagues in the design industry, Creighton decided to approach Marc Newson. Described as the most influential designer of his generation, Sydney-born Newson has worked across a wide range of disciplines, creating everything from furniture and

household objects to bicycles, private and commercial aircraft, yachts and signature sculptural pieces for clients across the globe. Creighton's ambition paid off. Newson designed a drain that was received to great acclaim worldwide. The 'designer drain for the masses' was awarded Bathroom and Kitchen Product of the Year at ICFF in New York in 2013. Chosen for its importance for accessible, barrier-free showers, competitive price point and involvement of a serious designer, the 65MND series was deemed not a drain, but 'floor art', by one of the Editors' Choice jurors. ▲

GREEN IS GOOD

In 2014 Stormtech was the first drainage manufacturer to apply for green credentials. The company achieved the GreenTag™ certification across its entire Slimline series. The GreenTag certification is a third party, green building rating and certification system, underpinned by rigorous scientific and Life Cycle Assessment processes. Architects and specifiers seeking wet area solutions for green building projects welcomed this development, as the use of certified products is increasing dramatically in both consumer and commercial sectors. Stormtech is the only drainage system eligible for GreenStar credits.

TRUE ORIGINAL

The innovation of the Slimline linear drain system lies in the fact that it removes water throughout the drainage channel, in a distributed form, eliminating the need for large outlets at one, or both ends, of the trench. Therefore the system removes water along the channel through multiple outlets. The number of outlets depends on the length of the installation. This improves efficiency of the drain itself, removing far larger quantities of water than would otherwise be possible. Having the water removed at multiple points along the trench also dramatically reduces blockages. Being smaller and more efficient than standard drains, more design flexibility is provided. The Slimline drain can be integrated in almost any design concept and used in a variety of situations from showers, bathrooms and other wet rooms to backyard and pool designs. It is also easily incorporated into doorframes and thresholds to allow an equal threshold, which allows easy access and a more fluid design. Furthermore, the drain can be connected directly to all stormwater or sewerage systems, no matter what building code is required.

Stormtech

Stormtech is an Australian family business manufacturing in Australia since 1989.

Head Office: South Nowra, New South Wales

Employees: 23

Inventions: Slot Drain, Lineal Architectural Drainage, and Manifold Drainage

Distribution: National Australia and global

Best-selling Products: 100ARG20

Awards:

2004 DesignMark for the manifold Special Assembly

2014 Good Design Selection award, 2013 ICFE Editors' Choice award for the 65MND with Marc Newson

2015 Innovation and Business of the Year – Shoalhaven Business Awards

2015 Innovation – Illawarra Business Awards

2016 Top 100 Trusted Brands – Architecture & Design

2016 Drainage product of the year – Build.com



Stormtech

www.stormtech.com.au