



Revolutionising the livestock industry, one fence at a time

With demand for exclusion fencing at historic levels, Australian family-owned and run company Clipex is leading the challenge to make it easier and more cost effective to install – and further, its innovative range of livestock handling products is revolutionising the industry. Clipex fencing technology replaces traditional 'hole in the post' fencing with an advanced and yet extremely simple 'slot and clip system'. It effectively eliminates the need for tie-clips or tie wire, instead enabling farmers to simply clip in their wires. Being incredibly strong and easy to install, Clipex fencing is guaranteed to be the fastest and most secure method of attaching fence wires into a fence post, while at the same time drastically reducing labour and material costs. Clipex fences are at least 10 times faster to attach the wires than traditional tying off methods, and their Y posts are the largest and strongest available. Most importantly, they require much less energy to install wires to, and can easily be used by anyone, even children. As founder of Clipex Ashley Olsson explains, the idea came from what he describes as a "divine revelation" that occurred while driving back to his family farm in Goulburn. "Back in 2007, I saw an elderly farmer trying to pull down an old rusty fence by the side of Crookwell Road. I felt for him, and I uttered a simple prayer – "God I feel for that man, there must be a better way to fence". A few minutes later I received the answer to that simple prayer – and it was crystal clear. As soon as I arrived home I drew up the mechanism that I had seen, and soon after, we lodged our first patent – and it all just snowballed from there." The Olsson family has a long history serving rural and regional communities, beginning with their salt block business that originated back in the late 1940s in a shed just west of Parramatta. This was the first pressed salt block produced in Australia to contain a range of minerals, and it was also the forerunner of all multi-nutrient blocks produced in Australia since then. They've been at the forefront of farming innovation and technology ever since, and their fencing products have a variety of patented technologies, all designed to reduce cost, improve worker safety, reduce workload, and minimise the stresses and strains of physical labour that are so common in the farming industry. This year Clipex is celebrating 10 years of business. They now have 62 employees in Australia with eight of their own Clipex sales and service outlets and they also employ 180 staff in China – and they offer a huge range of fencing and stockyard products, from post & wire fencing, end assemblies, gates and accessories, automated cattle and sheep handling equipment, crushes and yards. They're driven by a passion for innovation, and for Ashley, it's the special features on products such as their heavy-duty cattle crush range that sets them apart. "Our patented rattle-free latch makes opening the door extremely easy – yet it's quiet enough that there's no noise to spook the animals." And their most recent patent covers a revolutionary rotary cattle tub, that requires less workers to handle more stock WITHOUT being inside the enclosures WITH THE STOCK vastly improving worker health and safety and operating efficiency. What's also unique is the company's belief in making products that will last a lifetime, as Ashley explains: "We don't believe in what is referred to as 'in-built obsolescence'. We aim to maximise the life of our products, for example our heavy-duty cattle crush is designed to last a very long time. Its components are hot dipped galvanized after construction, and made from very strong steel, so they won't rust or wear out easily, and it can be serviced very easily and cost-effectively. The business is continuing to invest in efficiency-focused innovation, developing new patents, more efficient manufacturing facilities and new technologies such as manufacturing robots designed to help to automate production lines. Ashley's original vision to help farmers and their families with affordable innovation is now "going Global". Clipex has been sold in North and South America, the UK, Scandinavia, Africa, Malaysia, Germany, Ireland and France. Yet for Ashley, the core reason for the business remains the same as it's always been as he explains. "While innovation costs a lot of money, and we of course need to turn a profit in order to continue operating, at our heart is a desire to deliver affordable innovation for every farmer, so that we can help lift burdens from as many people as possible". We get a lot of satisfaction from helping farmers and their families and providing the industry with more affordable innovative solutions. Clipex has changed fencing history, and for the first time in 100 years we've been released from the slavery of tying off wires, allowing us more precious time for the things we love to do." Photo caption: Clipex founder, Ashley Olsson -- Ends -- Media Enquiries Adam Arndell C7EVEN Communications Tel: 02 6766 4513 or 0403 372 889

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