



MEDIA RELEASE

Australian Technical Textile Innovation Achieves International Auto Industry Success

Friday August 30, 2008. Melbourne based I.N.C. Corporation Pty Ltd (INC) manufacturer of engineered materials has announced that its dedication and commitment to technology and innovation has achieved another significant milestone for the business and Australian ingenuity with the shipments of lightweight DECI-TEX® acoustic insulation to German based luxury car manufacturer BMW commencing in the first week of September.

Since 1977, INC has steadily built an international business for high technology nonwoven textiles and a reputation as a progressive manufacturer with an envied competitive advantage through its outstanding in house R & D Product Engineering Department.

In highly cost sensitive local and international industries and businesses, INC's ability to extract the optimum performance out of less material has resulted in a sustainable business model.

Commenting on the BMW success, INC Managing Director and CEO Michael Coates said, "Our first meeting at BMW was in September 2000. It required a concerted effort to develop products that meet BMW's stringent performance specifications. I think this reflects pretty well on INC's ability to engineer materials for specific customers' unique and exact technological requirements."

INC employs a dedicated team of engineers in its Product Engineering Department, who are devoted to developing intellectual property to ensure that INC maintains a strong competitive advantage in the area of high performance acoustic materials.

"INC has a significant advantage over global competitors. We develop our technology in-house, and then prove it in our own production processes. In doing so

we know exactly how they function and most importantly, how to improve their performance and further reduce cost," continued Michael Coates.

Recognition of the importance of the protection of intellectual property has seen INC lodge a number of Patent Applications. It has a number of patents and patent applications pending that form the cornerstone of their intellectual property strategy, underpinning its global marketing strategy.

Licensing is now an important component of INC's plans for ongoing international success, with licensees in Japan, China and the USA, and a wholly owned manufacturing facility in South Carolina, USA.

The textile industry Strategic Investment Program (SIP) has provided a major boost to INC's business through grants to assist with the purchase of high-tech capital equipment, and support the extensive research and development activities.

"Support from the Federal Government, through SIP has been one of the major factors that assisted INC to become an international technology business," said Michael Coates.

"This commitment to innovation and technology firmly places INC as Australia's leading producer of engineered materials for OEMs, with an exciting global outlook, with many more developments yet to come. We are hoping that the new Federal Government will maintain this momentum and provide the means for Australian companies to become international leaders."

INC has been awarded many industry, business and association accolades in recognition of its engineering, manufacturing and innovative excellence. In May 2004, INC was inducted into the Victorian manufacturing Hall of Fame in acknowledgement of its industry leadership, achievements and successes.

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