



Success stories

Arbortech

Power Tool Innovation in
Western Australia



**Returning to the
Entrepreneurs'
Programme**

After receiving support from the Entrepreneurs' Programme in 2016 to help build a Brand Model to drive face-to-face customer sales, Arbortech have returned to the program to take their Brand Model online.

**Power carving out
their brand**

Arbortech was founded 30 years ago in a small country town of South Western Australia. They design, develop, manufacture and distribute a range of unique woodcarving power tools for woodworking enthusiasts and masonry power tools for trade professionals.

Arbortech's Power Carving Beginner Workshops for women demonstrate their passion for challenging the norm and their belief that every person should be able to tap into their creative side.

"The Entrepreneurs' Programme helped Arbortech crystallise our Brand and qualities and importantly enabled us to communicate these qualities to our stakeholders", Kevin Inkster, Founder of Arbortech

In 2016 Arbortech needed help with instilling their business core values across their customer value chain.

With advice and financial support from the Entrepreneurs' Programme, Arbortech built a Brand Model to help Arbortech customers quickly understand the Arbortech purpose and what they believe in excellence, diversity,

collaboration, challenging the norm and their external personality - creative, agile, Australian, excellence.

Tooling up for online

Now in 2020, Arbortech are utilising the Entrepreneurs' Programme once more to help push their Brand Model online. Arbortech want to be able to communicate their business values to their growing number of woodworking and power tool customers around the world who are purchasing Arbortech products online.

With the support of program Growth Facilitator, Kate Brooks, Arbortech have just received \$20k in matched funding through the program to build a new online sales platform that will convey the business' core values and create customer data insights.

Kate notes "Arbortech are more than the innovative tools they make. Respect for the individual and environment and their passion for wood carving are inspiring their customers' creative spirit around the world."