



Success stories

**DORONY PTY. LTD.**

A specialist business that  
succeeds locally and globally

**Just to cap it off**

Dorony, now includes the second generation who are keen to maintain capabilities and build on decades of innovation which has led to the success of the business. On the surface this may appear to be a straightforward plastic cap manufacturer that might struggle to compete with low cost imports.

**Many dimensions of innovation**

The business strongly believes that running multi areas of innovation in parallel is essential to its business success. While it would be inappropriate to document this in detail, this business runs four separate, fully integrated and live innovation activities which positions

it as the largest local manufacture of plastic caps for a range of containers. As a consumer you have probably purchased products based on the range of different content filled by many hundreds of local manufacturers representing many brands supported by Dorony's plastic caps.

**Local innovation = global success**

While the business innovates and invests in order to be able to compete locally, global organisations that require specialised solutions scanned the globe for suppliers that can produce reliable, critical quality, highly complex caps. While not actively developing global supply chains, this is an example of how the robust capabilities of this business drives local and export opportunities.

**Back to basics**

While there are examples of highly complex products, the core business produces relatively straight forward products and face tremendous local and global competition. In order to succeed in

this competitive environment, the business has developed a highly innovative model that enables it to succeed at all product levels.

“EP provided an opportunity to consider a range of initiatives that assist to capture vital IP which is the key to our future success” - Jonathan Cachia (GM)

**An aptitude for technical and business success.**

While the business was founded and grown by an efficient approach to innovation and major investments, with the support of EP Growth Facilitator, Bruno Bello, the next generation is keen to capture these skills and introduce technology that will continue to improve efficiencies. The business believes this will better enable it to provide long term employment and growth opportunities for its staff.