

FORM DESIGNS AUSTRALIA PTY. LTD.

Capability Statement

Part 1: Company Profile

Part 2: Services and Experience

DESIGN. CREATE. SURPASS.

PART 1: COMPANY PROFILE

CAPABILITY STATEMENT

FORM DESIGNS AUSTRALIA PTY. LTD.

COMPANY PROFILE

- [1] Introduction and Company Overview
- [2] Mission Statement
- [3] Business Profile
- [4] Management Profiles
- [5] Contact Details

SERVICES AND EXPERIENCE

- [6] Core Competencies and Organisational Achievements
- [7] Design and Drafting Services
- [8] Clients by Industry/Sector
- [9] Testimonials

Introduction and Company Overview

Form Designs is an industrial and engineering design company located in Bibra Lake, Western Australia. Form Designs was formed in 1982 in South Africa, and relocated in 1996 to Perth, Western Australia.

Form Designs are leaders in the Perth market for new product development, specialising in plastics. With 32 years' experience in the industry, Form Designs has developed hundreds of products for individual and corporate clients. The Product Development Division has developed products across a range of industry sectors, including mining and resources, infrastructure and construction, science and medical, consumer products, transport and automotive, and sports and leisure. The division specialises in conceptual design, design engineering, design documentation, specification for manufacturing, production co-ordination, quality control and start-up marketing. The Product Development Division has created a number of award-winning products and has received accolades of its own for exceptional design service.

In 2014, Form Designs established an engineering drafting division focussed on servicing clients in mining, oil and gas. Drawing upon existing capabilities in CAD drawing and design, the new Engineering Drafting Division was formed in response to a market that is increasingly focussed on reducing excessive operating costs. The Engineering Drafting Division specialises in structural and mechanical engineering design and drafting, as well as mining plant and production layout design.

MISSION STATEMENT

To lead design by example,

To be responsible and to design with awareness of our environment, society and sustainability,

To form lasting relationships with our clients and suppliers, and

To become an extensions of their companies, deliver desirable, marketable, excellent products and above all to innovate beyond expectations.

To Design, Create, and Surpass.

Business Profile

PROJECT CAPABILITIES

- Conceptual or detailed total plant layout and line layouts
- Conceptualisation of processes
- Process flow design, diagrams and P&IDs
- Machine design, machine detailing
- Machine hydraulics and pneumatics design and detailing
- Mechanical detailing
- Pump, tank, valve, pipework design and detailing
- Bin, hopper and chute design and drafting
- Structural steel workshop detailing
- Bridge detailing
- Development application drawings
- Survey drafting
- Product design and development
- Visualisation and drawings of innovations and inventions

TECHNICAL CAPABILITIES

- Concept-to-detail design including site assessment and verification.
- Design of steel, concrete, aluminium, masonry and timber structures to Australian standards
- Structural Analysis and Design (linear, non-linear, and buckling analysis)
- Load rating certification – through partner
- Mechanical analysis (stress analysis, finite element analysis, fatigue)
- New and existing design verification
- Structural integrity inspections and reports
- BCA and statutory compliance
- Brownfield and greenfield design
- SolidWorks & Pro/ENGINEER
- AS1100 standards or otherwise specified corporate or statutory drafting standards

HUMAN RESOURCES

Managing Director: Edward J. Khoury

Operational Director: Sharon Khoury

Organisational Teams:

- Industrial Design and Engineering: Product Development
- Industrial Design and Engineering: Engineering Drafting
- Project Management
- Marketing & PR
- Accounts
- Administration

Number of Employees

- 12+ Full-Time

Qualifications

- Two (2) degree qualified Industrial Design graduates, one (1) degree qualified Mechatronics Engineer, one (1) BA Product/Furniture Design Graduate, one (1) BA Multimedia Design Graduate, one (1) Higher National Diploma Graduate, Industrial Design, One (1) Accounts Manager with Masters in Accounting, One (1) BCom Commerce Graduate.

Management Profiles

EDWARD KHOURY, MANAGING DIRECTOR

Edward Khoury is a leading figure in industrial design in Western Australia. Edward founded Form Designs in 1982 to pursue his passion for design and innovation, and for 14 years led the largest industrial design company in Johannesburg, South Africa. He re-established Form Designs with his wife Sharon after moving to Perth in 1996 and the company is now the leader in the Perth market for innovation and design. In his 32 years' experience, Edward has established strong relationships with clients and manufacturers around the world. Edward's impressive list of clients includes DeLonghi in Japan, 3M in South Africa, Hafele and Rommelsbacher in Germany and Strix in the UK. Amongst his local portfolio is the marine infrastructure project Eco Shark Barrier, the Lions Eye Institute's portable eye imaging device, the Schuetz DSL dip tube, Advantage Air's central control system, 300K Enterprises' light fitting adaptor, Globaltech Corporation's Pathfinder, and Intium Energy's Conveyor Belt Monitor, to name a few. He has registered over 300 patents and designs on projects over the past three decades, which is testament to his ability to innovate.

- Industrial Designer, NHDID, Technikon Witwatersrand School of Art and Design, South Africa: 1994.
- Founder & Managing Director: Form Designs Australia Pty Ltd.
- Holder of in excess of 300 patents as inventor or co-inventor.
- Developed products in the appliance industry resulting in major exhibitions in Germany and China.
- Ernst & Young Business Personality of the Week Award.

SHARON KHOURY, OPERATIONAL DIRECTOR

- Operational Director of Form Designs Australia Pty Ltd.
- 18 years serving as Director.
- 31 years specialising in Project Management.
- Coordinated projects for Telkom, 3M, Phillips, Schuetz DSL, Barrett Communications, Tolife Technologies, McMahon, Sutherland Mining and Rommelsbacher.

Contact Details

Principal Place of Business

Unit 11, 20 Sustainable Ave

Bibra Lake, WA 6163

Ph. (08) 9418 3311

Fax. (08) 9418 2311

enquiries@formdesigns.com.au

Managing Director

Edward J. Khoury

(08) 9418 3311

edward@formdesigns.com.au

Operational Director

Sharon Khoury

(08) 9418 3311

sharon@formdesigns.com.au

Business Details

Form Designs Australia Pty Ltd.

ABN: 82022029304

ACN: 079217477

www.formdesigns.com

PART 2: SERVICES AND EXPERIENCE

CAPABILITY STATEMENT

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Core Competencies and Achievements

Form Designs Australia continues to adapt its service to the rapidly shifting landscape of new product development. Over the years the company has added services to complete the new product development cycle, from initial concept through to production and marketing. The most recent shift into engineering drafting reflects the constantly evolving nature of the Form Designs business, and builds upon the company's core competencies of computer modelling and design engineering. We aim to continue to evolve our services to bring our design competencies to new industries and markets.

Form Designs has received a number of awards for its exceptional design service.

Design Institute of Australia (DIA) Awards:

- Commendation – Club Whizz, Product Design – Industrial
- Commendation – 300K Connex, Product Design – Industrial
- Commendation – Schuetz DSL, Product Design – Industrial

Form Designs has delivered award-winning designs for many of its clients:

- Intium Energy, Conveyor Belt Monitor: WA Innovator of the Year 2011, Austmine Innovation Award 2013.
- 300K Enterprises, CONNEX Light Fitting Adaptor: ©-STAR Award Tasmania, The New Inventors ABC1 Episode Winner.
- Club Whizz: Design Institute of Australia "Outstanding Design Award" 2012.
- Rimm Industries, Clever-Peg: Australian Design Mark, 2007 Australian Design Awards.

Design and Drafting Services

ENGINEERING FOR MINING, OIL AND GAS

Form Designs specializes in structural and mechanical engineering solutions for mining, gas and oil. Built upon its long history of providing innovative and award winning products in this sector, Form Designs offers engineering solutions for all projects in this sector, no matter how large or small. Many clients appreciate the professionalism and diligence of the Engineering Drafting team, and the structured workflow method that allows project to be completed on time, and on budget. The team has excellent skills in communicating with the client and understanding the project requirements, which avoids costly re-workings. Our clients often contract projects to Form Designs because of our innovative culture which brings a fresh approach to problems, and layouts can be modelled and seen in virtual reality before they are executed. As well as structural and mechanical engineering drafting projects, Form Designs is able to design and plan plant layouts, production lines and environmental layouts in the workplace or on the ground.

PROJECT MANAGEMENT

Form Designs takes a very formal and professional approach to design and drafting projects: we believe that good work structure is the key to success. A well planned and organized project will allow the design process to run smoothly and allow deadlines to be met. In most cases we manage projects from start to finish, but we can take over existing projects if required.

DESIGNING / 3D MODELLING

Once the design concept is selected and approved, our team will build a virtual 3D model using the latest computer-aided design software. The Product Development and Engineering Drafting divisions both have capabilities in Solidworks and ProE. These 3D models help to clearly understand the product and its function, before embarking on the manufacture of the proposed design.

2D ENGINEERING DRAWING / DESIGN DOCUMENTATION

2D engineering drawings are generated for each component to fully and clearly define requirements such as materials and tolerances, capturing all geometric features for engineered parts. This area is the core business of Form Designs and the thorough approach taken by the design teams will allow your project to be completed without any unforeseen interruptions.

TESTING AND ENGINEERING COMPLIANCE

At Form Designs, we ensure that our designs and products are produced to the highest quality. Every product we engineer undergoes a thorough quality control checklist which is generated by Form Designs and tested by qualified QC personnel in the related manufacturing industry. In many cases this includes dealing with authorities in different genres of engineering, including structural and civil engineers together with testing authorities such as ITS and Kema covering testing for C tick, CE, EMC and UL.

PRODUCTION AND FACTORY SOURCING

Over the past 3 decades, Form Designs has established strong working relationships with manufacturing companies locally and abroad, in metal fabrication, plastics and electronics. These close relationships help to effectively select the ideal manufacturer for your project.

INFORMATION AND GRAPHIC DESIGN

Displaying accurate, comprehensive information for worksites and industrial environments ensures safety, economy and efficiency. Banners, instruction manuals, corporate identity and guidelines and presentations of new concepts, ideas and projects are our specialty.

Clients by Industry/Sector

Over the past 32 years, Form Designs has had the opportunity to work with hundreds of clients across a variety of different projects. Form Designs established a significant market presence in South Africa after working for some major telecommunications clients, and has since expanded to work with major companies in a number of different industries. Below is a list of some of the more notable clients and projects that have been undertaken by Form Designs.

MINING AND RESOURCES

- Schutz DSL (Australia)
- Sandvik Mining and Construction
- Globaltech Corporation
- Intium Solutions
- Immersive Technologies
- Thistle Fabrication
- Sutherland Mining
- AECI Explosives

RAIL AND FREIGHT

- Pacific National
- Cargo Movers

CONSTRUCTION

- McMahon
- Arcadia

INDUSTRIAL

- 300K Enterprises

COMMUNICATIONS

- Telkom Group
- Barrett Communications
- RCS Communications

SCIENCE AND MEDICAL

- Medsales
- Tolife Technologies

AUTOMOTIVE

- Omron Industrial Automation Australia
- Boston Canopies

INFRASTRUCTURE

- Relocatables Australia
- Eco Shark Barriers
- Global Marine Enclosures

CONSUMER AND HARDWARE

- DeLonghi
- Phillips
- Rommelsbacher
- Hafele
- TAB
- 3M

Across these projects we have accumulated vast experience in a number of different design skills and abilities in CAD design work. Both the Product Development and Engineering Drawing divisions are founded upon a long history of providing innovative solutions for clients that directly impact on the bottom line.

In product development, we have designed individual products and technologies to improve mine-site efficiency, durability and safety. We have designed products to reduce tooling and production costs, and improved function and styling to create marketable products for consumer markets.

We have done structural and engineering drawings for clients across a number of industries. We have designed and planned plant layouts, environmental layouts and production lines.

Testimonials

Schuetz DSL (Australia) Pty Ltd.

“The design process of collaboration, using the functional knowledge and experience of SCHÜTZ DSL combined with the design experience of FORM DESIGNS, resulted in not only establishing a great degree of trust and respect between the parties but delivered a product that exceeded our expectation. It is our opinion that FORM DESIGNS throughout our dealings displayed a high degree of professionalism in their approach to this project and SCHÜTZ DSL is very satisfied with the outcome.”

Phil Reinhardt, General Manager (WA)

300K Enterprises Pty Ltd.

“As newcomers to the world of design and manufacturing we had a lot to learn very quickly and the assistance and expertise from Form Designs enabled us to bring the project to fruition on time and on budget. The awards we won are a credit to the hard work and professionalism put in by Form Designs and their team and the fantastic design of the CONNEX. We definitely set the bar high and Form Designs helped us achieve what most said was not possible with a truly innovative product.”

Chris Trewin, Director

Newann Designs Pty Ltd.

“From the first meeting with the design team I felt a connection. Communication between us was exceptional and all members of the team were kept up-to-date. There was always an open-minded approach to solutions and my ideas and suggestions were always invited. I have always felt in total control of my design, with a terrific team around me for support.”

Wendy Flack, Inventor

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