

## Niche products and services exporters

In the last 20 years living standards have improved in Australia and many other countries so more people have money to spend on specialised Australian goods and services that they need or want. The Internet has also allowed Australian niche (specialist) businesses to reach the global market with an incredible range of innovative goods and services. Australian businesses are major international providers of horse shoe nails, clothing for tall women, horse nappies and food made from blue-green algae which prevents pink flamingos from turning white!

It's true! A Tasmanian company, **Eski Ice**, exports ice cubes! The company, established in 1968, makes bottled water and disposable ice trays filled with pure natural spring water from Tasmania's wilderness. These are exported to Singapore, the Middle East, Japan and Europe for discerning people to cool their drinks with pure diamond-shaped ice cubes.

[www.eski-ice.com.au/diamond\\_ice/diamond\\_ice.html](http://www.eski-ice.com.au/diamond_ice/diamond_ice.html)



**NuFx**, a subsidiary of Melbourne-based Numiscon International, joined with the United Nations Postal Administration to provide sophisticated digital printing technology and marketing expertise for a new personalised stamp facility at the United Nations Headquarters in New York. The product consists of a sheet of 20 stamps showing five different UN images and next to each stamp design is a blank space for a digital photo of a visitor or group of visitors. Within 90 seconds visitors receive the stamp sheet, allowing them to post a letter with a personal image along with a legal tender stamp.



### Taau Australia Pty Ltd

Spirulina, a blue green algae, is a sought-after ingredient in the health supplement, food, dye and cosmetic industries of Asia. **TAAU Australia**, established in bushland near Darwin has established a way to grow the algae in tropical conditions using a quality manufacturing system. TAAU can make export sales into Asian markets where health supplements have become an accepted part of many diets.

[taau@primus.com.au](mailto:taau@primus.com.au)

Founded in 1992 in Armidale, **Petals Network** is one of only three international, internet-based floral relay services in the world, which allow buyers to send fresh flowers overnight to just about anywhere in the world. Growing at a rate of 30 per cent a year, Petals Network exports to 70 countries but their main order volume is to the UK, Holland, Germany, USA and Canada. Australian florists take orders for Australian and overseas destinations and then send the order on to Petals Network to find florists able to fill the orders. Petals Network also receives orders from overseas florists requiring Australian florists to fill orders. In addition to this, Petals Network acts as a financial clearing house for orders, ensuring all florists receive payment in their own currency.

[www.petals.com.au](http://www.petals.com.au)



### Student activities

Unscramble the words in column three and draw a line to its matching niche business.

Ocean Culture Sandboards	<a href="http://www.oceanculture.com">www.oceanculture.com</a>	bhtosto raetcusre
The Long Tall Clothing Company	<a href="http://www.longtallclothing.com.au">www.longtallclothing.com.au</a>	roshe seho laisn
HotBods Creatures Pty Ltd	<a href="http://www.hotbodscreatures.com.au">www.hotbodscreatures.com.au</a>	oacen rutcule barsasdond
Kything Flutes	<a href="http://www.wodenflutemaker.com">www.wodenflutemaker.com</a>	bakr serbutts
Bark Busters	<a href="http://www.bark.busters.com.au">www.bark.busters.com.au</a>	cikm's hipw
Mick's Whips & Leather Goods	<a href="http://www.mickswhips.com.au">www.mickswhips.com.au</a>	teh logn latl hotcilgn caonmyp
Australian Horse Shoe Nails	<a href="http://www.horseshoes.com/aussienails">www.horseshoes.com/aussienails</a>	naacrm's semiul
Carman's Muesli	<a href="http://www.carmansmuesli.com">www.carmansmuesli.com</a>	taornco crpagsih
Cartoon Graphics	<a href="http://www.katkards.com">www.katkards.com</a>	ihnktgy setluf



Visit these Internet sites and then think of another idea for a niche product or service suitable for your area.