

FROM HUMBLE BEGINNINGS OPERATING FROM THE LICCIARDI FAMILY HOME IN MELBOURNE'S NORTH-EAST, ACMEDA HAS BECOME KNOWN AS ONE OF THE MOST TRUSTED COMPLETE HARDWARE SYSTEMS DEVELOPERS FOR WINDOW FURNISHINGS IN AUSTRALIA AND NEW ZEALAND.

## A BRAND ON THE MOVE



## PRECISION IN MOTION

Built on a commitment by founder Carmelo Licciardi to develop and distribute affordable quality products, Acmeda has gained a reputation as an innovator of hardware supplies for window furnishings.

Acmeda's successful range of products is underpinned by extensive research and development (R&D) undertaken at its Melbourne headquarters, and innovative designs based on industry trends and client needs.

"The heart of the company's 'brains trust' – management, design, R&D and production – operates from a purpose built facility in the growing industrial area just north of the CBD," says Carmelo.

While the majority of Acmeda's 80-plus workforce is based at the company's headquarters, sales team and warehouse facilities are also based in Perth and Brisbane to logistically service the nation.

Still operating with the same ethos of a family owned and operated business, Acmeda is now poised for its next stage of expansion, having taken its staff on a six month journey of management re-structuring.

After more than two decades on the cutting edge of design, development and distribution, Carmelo describes recent management decisions as a, "transformation from a small family owned and operated business to a global brand market."

While Carmelo, a self-confessed numbers man with a love of mechanics and technology, remains in the business he built from the ground up in 1989, a new management team has been created from within.

Ready to take on the challenges and goals the company has set, Carmelo's son Adam will lead the team into new markets while retaining a firm hold on its Australian roots.

The future has been mapped out in a new brand strategy embedded in the foundations of a family-owned company that focuses on innovation and the adoption of a new culture. At the core of this strategy is a positioning statement that captures the true essence of Acmeda's business vision and communicates its commitment to excellence: 'Precision in Motion'.

**"WE ARE EXPERTS  
IN LEADING EDGE  
MECHANISMS,  
RESPONSIBLE FOR  
THE MOTION OF THE  
BLIND," ADAM SAYS.**

**"THE KEY TO  
OUR SUCCESS  
IS PRECISION  
ENGINEERING AND  
MANUFACTURING.  
IT SIGNIFIES  
QUALITY AND  
MARKET LEADING  
TECHNOLOGY."**

Raised in the industry, Adam's interest in business, flair for sales & marketing and engineering intuition saw him play a role in growing Acmeda alongside his father and mother Carmel.

Working his way through Acmeda's operations from warehousing to management over the past decade, his next task is to lead the company as it continues to ride the ever-changing economic climate by extending the business into the global arena.

## THE HISTORY

From working in his parents' fabricating business and establishing a component distribution company with his brothers, through to founding Acmeda and growing it into a complete solutions provider, Carmelo Licciardi used his finance background to give a business edge to his engineering instincts.

In the 1970s, when the Licciardi family arrived in Australia from Italy, younger brother Joseph discovered a new product, vertical louvre drapes. A discussion amongst the family led to the first container of disassembled components for this new fashion trend arriving from Italy with no manual and no instructions.

It took patience, and about three weeks of head scratching, but after much trial and error the assembly challenges were overcome and the family business became one of Australia's first manufacturers of a product whose on-trend status would last more than 20 years.

Three of the brothers went on to establish Lidi, fabricating and distributing high end window furnishings to the market. After 15 years, Carmelo left to establish a company that focused on research and development and providing hardware solutions; conceived to be at the forefront of design and innovation, Acmeda has been a key player in some of the biggest landmark moments in the industry.

Among these were the company's launch of cedar venetians in the mid 1990's and one of the first chain control roller blind systems. These window furnishing solutions were at first considered too expensive by the industry, however Carmelo saw their potential and was intent on pushing Acmeda to become recognised as a brand that developed high quality products.

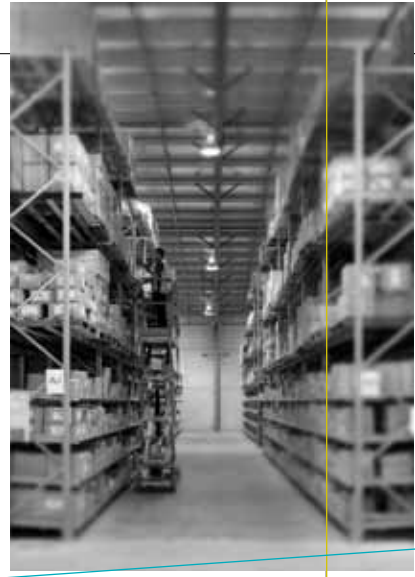
"I had a gut feel about roller blinds, especially about the chain control winder," Carmelo says. "I spent months testing the synchronisation and quality at our Taiwanese manufacturing plant. Two years on, and after many challenges, we succeeded."

Carmelo attributes Acmeda's success to its ability to listen to and respond to client needs.

"Our clients appreciate having someone listen and make a product that is high quality and that sells," he says.

**"IT HAS ALSO  
MADE MY WISHES  
OF COMBINING  
ENGINEERING WITH  
THE PRACTICAL  
IMPLEMENTATION OF  
IDEAS COME TRUE."**





## INNOVATION & INVESTMENT

Acmeda is synonymous with innovation and its R&D efforts continue to produce quality products that offer a complete solution to the window furnishing industry.

Over the next 12-18 months, a range of new products will be rolled-out that live up to Acmeda's Precision in Motion promise.

The recently launched RB09 system is just one success story of more to come. This next generation chain control system is stronger, smoother, quieter and faster than its predecessors.

Boasting a screwless assembly and offering fewer components, the system reduces customer's stock levels, decreases labour and reduces environmental impact.

"In a class of its own because of its functional operation, easy installation and aesthetics (such as its slender design and smaller light gaps), RB09 demonstrates Acmeda's commitment to listening to client needs, investment in the industry and skills that revolutionise hardware systems," Adam says.

Acmeda has also transformed the installation of roller blinds by introducing the easy lock system that allows a one-step snap lock blind installation.

"Most of Acmeda's intelligent designs are patented to ensure Intellectual Property (IP) is protected," Adam says.

"We have a strong philosophy to protect our IP, which gives surety of long term supply for our clients and reduces the risk of similar cheap inferior products entering the market.

**"BY CONTINUING TO REINVEST IN THE COMPANY AND IN THE INDUSTRY THROUGH OUR R&D EFFORTS, WE ARE ABLE TO GIVE OUR CUSTOMERS PRODUCTS THAT THEY CAN USE TO GROW THEIR OWN MARKET."**

## LOCAL COMPANY, GLOBAL AMBITIONS

Already a global operation, with Acmeda Taiwan operating as the company's manufacturing and assembly plant and a second distribution facility in Europe, Acmeda is actively exploring overseas markets for its products.

"After a decade as an industry leader in Australia and New Zealand, it is a natural progression for us to continue our growth by exploring overseas markets," Adam says.

"Acmeda has all the structures in place to continue offering high quality products and customer service in Australia and New Zealand while being able to offer tailored hardware systems that are a complete solution for Europe, Asia, Middle East, Russia and the Americas."

Next year Acmeda will again have a presence at the biggest international tri-annual industry trade show, R+T, where the company will unveil its new branding and product range.

A team of Acmeda experts will travel to Stuttgart for the five-day event to showcase its new innovations and demonstrate products, for the sixth consecutive time.

"Our investment in R+T 2012 demonstrates our commitment to promoting Australian design on the world stage," Adam says, "It also marks the beginning of a dynamic new era for Acmeda." **\_WFA**