



Success stories

Jax Wax Pty Ltd

Does local innovation =
Global revenue?



**Local innovation
challenges tradition**

Based on a successful international career in wax products, in 2000 the founders of Jax Wax commenced their local journey where they continue to develop and expand their range of depilatory and skin care products. (50% exported)

**Is a product formula
key to global markets**

The business continues to gain global market traction with product offerings that are not based on traditional product formulae and physical properties. While highly capable of developing offerings that address many gaps in applications and performance in a highly conservative

sector, this business has invested significantly in understanding global needs of product users in order to develop product offerings that address this. While these benefits represent a disruption to this traditional sector the challenge for the business has been to gain acceptance as competitors typically hope that tradition/loyalty will win over innovation. Highly innovative product formulae and physical structure that are locally produced on innovative internally designed advanced manufacturing technology have only been part of the formula for success.

Key product benefits include:

- Cruelty free, Vegan
- Optimised physical structure
- Innovative formulae
- Extensive range of products

With support from the Australian Government's Entrepreneurs' Programme and Growth Facilitator Bruno Bello, Tina Copland (Jax Wax MD) and her team keenly engaged with the program in order to gain support for a journey of global growth, in addition to a Growth Grant.

Tina Copland utilised the broader offering and business support that included:

- Advice on robotics
- Digital services
- Challenging / supporting the business
- Access to a support network
- Ongoing access to a Growth Facilitator

"The Entrepreneurs' Programme is enabling us to support our journey of global growth with local jobs," Tina Copland MD Jax Wax.

While the business is passionate about its innovative products, to its credit it recognises that the global formula to success must include topics such as:

- Digital & face to face marketing
- Operational excellence
- Financial management
- Local / global H-R challenges
- Suppliers & Supply chains
- Formal/robust business systems