



## Success stories

### The Fire Brick Company

Perfecting the DIY in artisan wood fired ovens



## Designed to enable cost effective shipping and a well-defined assembly process

What started out as a hobby project has in a few short years become a business success story. From its SE Melbourne factory "The Fire Brick Company" (FBCo) has pioneered a range of artisan quality kit-form wood fired ovens that are selling all over Australia and overseas.

## Leading the way by innovation

From day one, Founder Ben Guilford invested heavily into research and development that included investigating innovative materials to achieve high integrity at temperature, compact and secure packaging for shipping to customers and importantly, making the

experience of building a wood fired oven straightforward and enjoyable, specifically with DIY in mind.

The initial Business Evaluation and subsequent discussions with "Entrepreneurs Programme" Growth Facilitator, Paul de Bruin, helped owners Ben and Kate Guilford clarify their intentions for the next phase of the business which included further development of its business systems and expanding online demand generation strategies that, despite the impact from COVID-19, have enabled the business to significantly grow sales and continue to expand the interest for its wood fired oven products across a number of countries including Australia, NZ, USA and Canada.

Paul introduced them to Lean Methods, which led to implementation of simple but effective changes to the factory and warehousing that has enabled significantly more output from its existing facilities.

Use of the Business Growth Grant has given FBCo the ability to significantly accelerate the improvement and

integration initiatives with highly positive results now being generated for the business.

"The program allowed us to quickly expand our systems and processes to facilitate increased production and sales. Thankyou!"

**Ben Guilford, Director, FBCo,**

## An evolving business model led by customer preferences

Notably the business has evolved from a locally focussed retail outlet with a dedicated installation team to becoming an internationally oriented operation. It's direction and purpose enabled FBCo to capitalise on two significant macro growth trends; Direct Online Shopping and Home Improvement Projects, fuelled by people's renewed interest in adding to their family lifestyle with an enjoyable outdoor cooking experience.