



Success stories

Catten Industries

Tinkering with design



From Metal to Magic

Catten Industries is a renowned sheet metal manufacturer in Melbourne's East, proudly owned and operated by Ian and Latinka Cubitt and their children, Nicole, Sean and Bianca.

It was from this an idea stemmed to reach out, using the design and artistic vision combined with metal fabrication know how to create a retail opportunity.

An idea becomes a business

Founded in 2017, LaTink was created when Latinka Cubitt had an idea to make her friends custom Christmas wreaths as a gift – using the facilities she had

available at Catten Industries. This “side project” turned commercial when interest grew through word of mouth.

The vision was to create the perfect, unique decorative product; From the seeds of an idea we create a piece of beauty; using the in-house design team and services including laser cutting, powder coating, welding and folding.

By using materials such as mild steel, corten, modwood and timber, they make long-lasting, sustainable products that can withstand weather, while maintaining its extremely high quality.

The business is end to end, from design, manufacture, and sales. All aspects are done in house.

From little things...

Latinka engaged with John Lochery, a Growth Facilitator with the Entrepreneur's Programme who put together a Growth Roadmap for LaTink.

Starting small at markets and shows, John provided LaTink with advice on

digital and marketing and the LaTink business moved quickly to an online platform and the momentum kept growing.

**“The EP program assisted us turn our idea into reality”
Latinka Cubitt, Founder.**

Connections were then established with other clients that could assist with supply to the retail outlet. Three years after Latinka created LaTink, the business now has its own retail showroom that enables customers to visit and discuss with Bianca how they can design their own decorative product.

LaTink has become a modern contemporary outdoor living retailer, offering industry leading metal, wooden and acrylic. LaTink provides high quality products which now include Outdoor Furniture, Garden Screens, Garden Ornaments and Homewares.