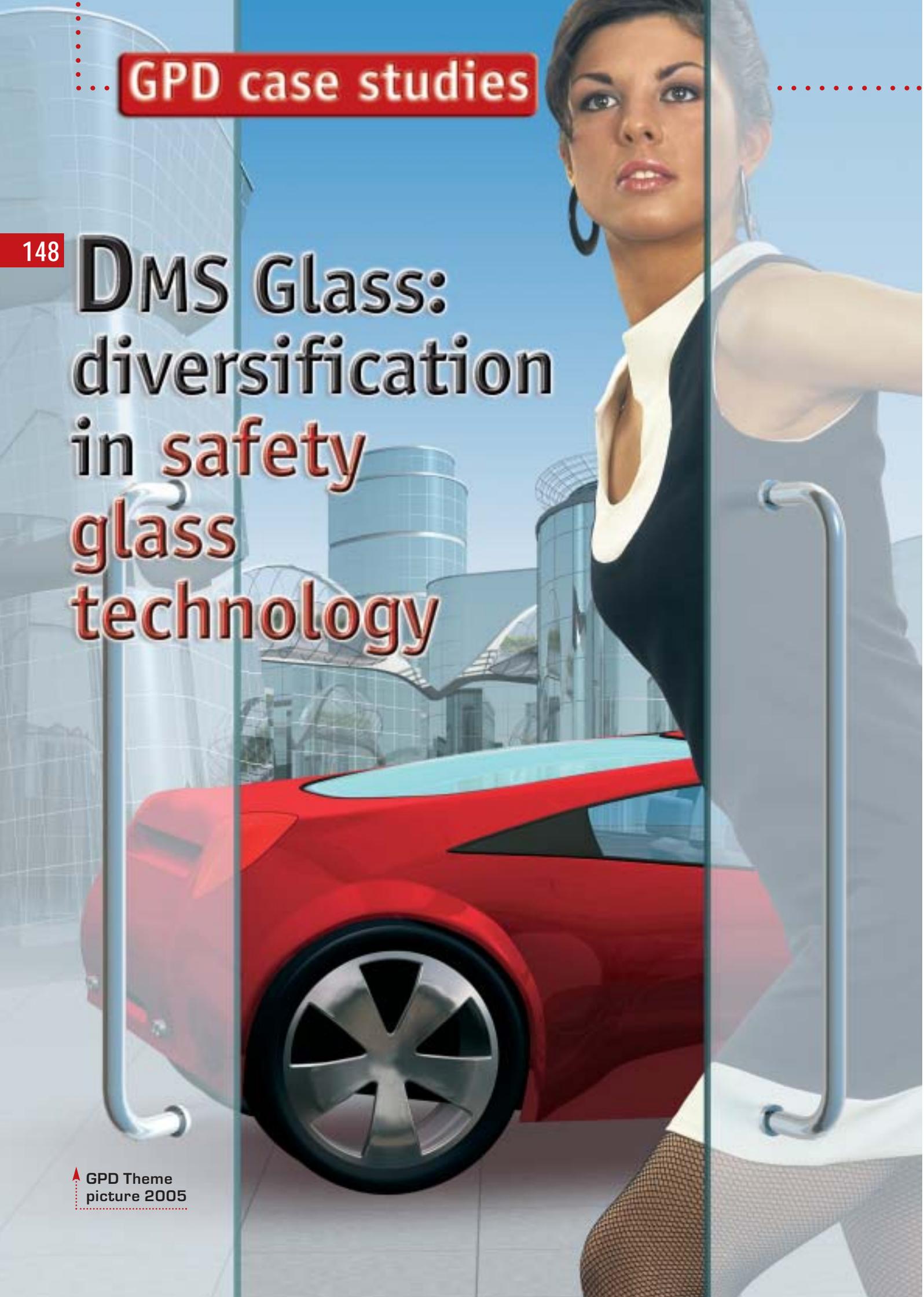


# DMS Glass: diversification in safety glass technology



One of the most recent additions to the Glass Processing Days Conference programme are "Case Studies". This short article presents the first of these, dedicated to DMS Glass, Australia. This company, which was established in 1986, has consistently invested in versatile safety glass technology in order to provide the widest possible range of products and solutions.

**Gerard McCluskey\***

**DMS GLASS PTY. LTD.**

**D**MS Glass Pty. Ltd., located in Australia, is also well-known in New Zealand and the Asian region. The company is an important supplier of tempered and laminated glass to a number of sectors, such as commercial buildings, domestic applications and the automotive industry.

**CASE STUDY ON INVENTIVENESS**

Sales and Marketing Director Gerard McCluskey thinks his presentation in the Case Study session of the Glass-Processing Days (GPD) 2005 will offer interesting views for the participants: "Differentiation is quite common, especially in the United States and Europe, and DMS Glass is an excellent example of successful diversification."

The business choice builds partly on the properties of the original market and of the company. "Australia alone does not provide high customer volume. In addition to searching for new markets, we have chosen to be inventive, looking for new solutions for a wide range of cases and needs."

**VISIONS AND HIGH ADDED VALUE**

"Our production technology enables us to supply highly processed products, such as laminated tempered glass and silk screen printed

glass. For example, glass as a floor material is not strange for us." DMS Glass cooperates with DuPont in the production and international distribution of digitally printed glass. "We continuously develop our operations and products in order to offer interesting, modern solutions and ideas to the market. We will probably publish a few of them at the GPD 2005," McCluskey explains.

McCluskey points out that the choices made by DMS Glass do not suit all companies and markets. "However, I see DMS Glass as an ideal example of a successful combination of market opportunities and fresh ideas and visions, which has resulted in profitable diversification."

**EXPANSIVE BUSINESS**

DMS operates two tempering lines and laminating lines. At 2.8 x 6 metres, glass panels tempered by DMS are the biggest in the area. The maximum size of the laminated glass sheets is 3.2 x 6.6 metres.

At the time of its establishment, DMS Glass employed 24 people. "The way of managing the business was quite unique: all of them were also owners of the business," McCluskey says. During 18 years of operation, the number of employees has risen to 305, forming a business that operates 24 hours a day, five and a half days a week. ■



**\*Sales and Marketing Director  
DMS GLASS - AUSTRALIA**

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