

# HGT INNOVATIONS COMPANY OVERVIEW

HGT Innovations was founded in 2014 by Australian entrepreneur Mark Sellar. Sellar, the company's current Managing Director, founded Fantom Hardware as the first company under the HGT Innovations banner.

Fantom Hardware, established due to the immediate success of the company's flagship product - the Fantom Doorstop, has seen continual growth since its establishment and continues to increase its range and network of stockists and distributors. Fantom Hardware products can now be purchased in over 50 countries with its head office remaining in South Australia.

Fantom Hardware is due to release its new bio-epoxy range early in 2018 in collaboration with its development partner Change Climate.

HGT Innovations' most recent product is the virally successful - Shader. Due to the product's overnight world exposure as a highly successful Kickstarter campaign, HGT Innovations established the company Shader Australia, which now holds all rights and IP for the Shader design and world-wide distribution.

Shader Australia has established a strong partnership with Gamut Media in bringing the Shader to market through various online marketing strategies, including the viral campaign which achieved in excess of 120,000,000 Facebook views in its first weeks of launch.

HGT Innovations has received numerous accolades in recent times, including being a Red Dot Design finalist, a winner in the Design100, a finalist in the GoodDesign Australia and also a dual finalist in the South Australian Export Business Awards.

## PRODUCTION AND MANUFACTURING:

HGT Innovations manufactures the majority of its products in Shenzhen using Australian-based contract company Lunar Logistics. Lunar Logistics, in conjunction with Shenzhen manufacturers JDC Productions, has successfully manufactured the Fantom Hardware range for the last 3 years, producing high quality products, on time and to Australian and international standards.

HGT Innovations continues its strong relationship with Lunar Logistics, who have been at the forefront of product development and manufacturing with the successful tooling and manufacturing of the Shader Australia range.

Quality control is of utmost importance with HGT Innovations directly employing an Australian native to conduct QC at its Shenzhen packaging factory. Since its establishment in 2014, HGT prides itself on having an extremely low rate of returns, with 2017 rendering under 1% of returns due to quality or manufacturing-related issues.



*"How good's that!"*



Mark Sellar - Managing Director.



Fantom Doorstop product.



Mark Sellar and Fiancé Melissa Kennedy at the Business SA Export Awards 2017.



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*"How good's that!"*

## MISSION STATEMENT:

HGT Innovations was founded with one simple objective – to design, manufacture and distribute high quality, innovative products and bring them to the world.

## VISION, VALUES AND GROWTH:

HGT Innovations Founder and current Managing Director Mark Sellar prides himself on using South Australian businesses where ever viable. Sellar, a proud South Australian native employs 4 full time staff at their Port Adelaide headquarters and employs almost a dozen contractors on a regular basis to coordinate, design, engineer and logistically manage operations at HGT Innovations.

HGT Innovations, who under its brand now holds the rights to Fantom Hardware, Fantom Bio-epoxy and Shader Australia, is continually looking to grow its portfolio of companies. This intended growth strategy is exhibited through its newly developed platform 'Getting Crowd Funded' where new brands are put through an extensive vetting program in order to be included the HGT Innovations group of companies.

In 2018 HGT Innovations anticipates to include Recoverite Active Wear and Centurion Brands to its repertoire of represented brands.

## ENVIRONMENTAL:

HGT Innovations partnership with Change Climate in developing Fantom Bio-Epoxy has seen the company significantly increase its environmental sustainability efforts. Fantom Bio-Epoxy is an entirely 'zero waste' product and is developed using plant waste matter, which returns an extremely low VOC, BPA free, class leading bio-epoxy.

The Fantom Bio-epoxy is the worlds only provisionally approved 'green star' floor coatings epoxy system.



SHADER™ product.



SHADER™ product manufacturing in Shenzhen, 2017.



HGT Innovations Founder Mark Sellar and Change Climate Founder Sean Steed exhibiting HGT products at the ACE Hardware national trade show, Chicago 2017.

