

Ozone Glass - Designer glass a worldwide smash

Creativity, technical smarts and good marketing – all protectable under our IP system. The combination of these factors optimises your chance of business success.

IP protection enables you to be defensive and pro-active. You can defend your market when copy cat companies challenge your competitive position. IP rights also give you the confidence to aggressively promote your products and your company to the market.

Ozone Glass provides a great illustration of these points.

Eleven years ago, brothers Warren and Michael Langley, together with friend John Clapin, combined their skills to create a company that has taken designer glass from the coffee table to high-end, high-rise office blocks worldwide.

Sales have grown to around \$20 million in 2001 and that figure looks set to escalate with the establishment of a production facility in the United Kingdom.

Although they met scepticism and resistance early on when potential clients thought their glass panels resembled cheese platters rather than a glass wall, they persisted and educated their market.

Says John Clapin "We put on a monthly lecture series for architects. We have between 300-500 coming along to the lecture series and we just drip-feed the message as far as the brand is concerned."

Ozone Glass is completely focussed on brand building. "Ultimately I believe that the brand is what carries the company at the end of the day. The brand is recognised not only as the product but as the business that is behind it. You need to be delivering on all facets of service. The brand is the key to our success."

Ozone Glass has made the business decision to invest in the protection of their brand, their IP – and it's paying off.