

Business News

Pie in sky plan takes off

EMU Plains company Lindsay PieMaking Equipment is taking its business global.

The company, which caters for businesses of all sizes, was begun in 1984 by Tom Lindsay who migrated from New Zealand.

It began exporting "pie plants" – the pie-making machine, cooker and accessories – to New Zealand and the United States this year.

General manager Danielle Lindsay-Wooldridge said: "I did the website for the company when I started a couple of years ago and we started getting inquiries from overseas.

"I'm actually a Kiwi, so we had strong ties in New Zealand. My father is American – he grew up in Phoenix, Arizona – which is where we will start exporting to next week.

"It was inevitable that we would start selling pie machines to those places and the website has opened us up to the world."

The company has also started dealing with a customer in Latvia while Mr Lindsay has just come back from a networking mission in New Zealand.

Ms Lindsay-Wooldridge said some companies would find exporting daunting but she has not come across any major obstacles.

"We didn't really need to change any processes in order to export," she said. "We put a pie plant together and shift it out in a container, which is the best and safest way for us to get it out."

The company went through Austrade's new exporter development program which helps small and medium-sized businesses develop contacts overseas.

"We started out with Austrade and they've helped us out and been really good," Ms Lindsay-Wooldridge said. "My father went out to New Zealand earlier this year and Austrade set up some meetings for him while he was over there.

"In April, I attended a bakery show in Paris and Austrade set up a meeting with its Paris office to talk about exporting into France."



Kicker: Caption to come. pic not in.

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