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Title:

Press statement - Seraphic (Aust.) Pty. Ltd. Expansion Programme

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PRESS STATEMENT FROM THE PREMIER, MR. DUNSTAN.

SERAPHIC (AUST.) PTY. LTD. EXPANSION PROGRAMME.

16/8/71.

A \$250,000 expansion programme by the Adelaide-based Seraphic (Aust.) Pty. Ltd., specialists in the ceramic production of glass was today announced by the Premier, Mr. Dunstan.

The two year programme calls for an immediate capital expenditure of \$100,000 and will result in a doubling of the present workforce to about 200 people.

Seraphic, a subsidiary of Australian Window Glass and Australian Consolidated Industries, produce bent glass ware, ceramically decorated glass panels for the building industry, electrical circuits on glass for foodwarming and demisting of commercial refrigeration equipment.

Mr. Dunstan said that, at the end of this month, the company would take over group-owned premises on the Port Road for its expansion programme and to create showroom facilities.

The Premier said Seraphic's Managing Director, Mr. R.D. Brown, had informed him that the company had also embarked on an export expansion programme.

Recent exhibitions of its products in London and Los Angeles would be followed by others in Singapore and Honolulu and a sales drive in these centres.

The Company has been established at Devon Park for the past ten years and also has a factory and office in Sydney.

"The Company's expansion programme is further heartening evidence of South Australia's potential for high-skill industries of which building technology and materials are notable examples", the Premier said.
