

Case Study: Maspro Wire Products

Maspro Diversifies into Fencing

Maspro Wire Products is a rural company which has been in business continuously since 1925. The current owners have run the business since 1986 and relocated it to Condobolin in 1992.

For many generations Maspro Wire Products was the major supplier of bale clips for the Australian wool industry. The Maspro brand is a wool industry icon, the name and package are instantly recognisable to everyone in the woolshed side of the industry.

The decline of the wool industry put considerable pressure on the business and the



owner realised that he needed to diversify into a product that is less reliant on the economic health of the agricultural sector.

After assessing various options, he decided to branch into chain mesh fencing. Among the factors that influenced this choice was the fact that there has been a supply shortfall and

good profit margins associated with the product. Moreover, because it is used predominantly in urban areas its viability is not dependent on the welfare of the rural sector.

The business had the skills, existing markets, existing suppliers and buildings to seamlessly integrate the new activity on the existing site. The correct zoning and adequate electricity supply at the site both offered considerable cost and time savings over locating the new machinery elsewhere.

A further advantage of the diversification was better utilisation of the freight system already in use and associated product delivery to the target markets for little extra cost.

Manufacturing businesses with an Australia wide market are not usually found in remote townships such as Condobolin. Maspro Wire Products is a small employer but an important one in its community of less than 3000 people.

The Department of State and Regional Development assisted Maspro Wire through the Regional Business Development Scheme.

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