



**November 2014**

**Innovation = great products for our customers**

It has been a year of improvement and growth for our company. We have seen major innovation and change as we strive to ensure our future in a competitive environment. At Joyce Foam Products we continue to focus on maintaining our position in the market as the innovator. During 2014 we have launched a number of new foams made possible through our VPF technology, and research and development capabilities. The VPF foam machine has allowed Joyce to offer the market a range of foams not previously available in Australia, allowing our customers to be innovative with their products.



Gelfoams in both the particle and liquid form have been launched in Australia and New Zealand with very positive feedback from the market. Our hyper soft foam Quiltec continues to grow in popularity particularly in the bedding industry, solving a long term issue of body impressions in the quilting layers.

We continue to invest in new equipment and facilities, the latest being the recently opened building in O'Connor, Western Australia. This new purpose built factory and office was officially opened by our Chairman Rahul Gautam last month.

The first of four new contour cutting machines has been commissioned in NSW. The other three will expand our capabilities in Victoria, Queensland and South Australia in the New Year. Also in NSW, design and construction has started on a new foam storage system. This will expand curing capacity by 20%.

In NSW you will see our fleet of trucks carrying the new Joyce livery, a project that began in March this year and we expect to be completed by February 2015.

Our commitment to foam manufacturing remains as strong today as it did over 50 years ago when Joyce first started making foam in Australia. Innovation is our Drive!

**Frank van Gogh**  
**CEO**  
**Joyce Foam Products**



### Company background

Joyce Foam Products has been producing foam for more than 50 years and has more than 70 grades of foam available for a wide range of consumer and industrial applications. Headquartered in the western Sydney suburb of Moorebank, it has locations in Queensland, Victoria, Western Australia and South Australia.

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