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BELMONT

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Designer strikes gold with waste

TRANSFORMING other people's rubbish into funky and unique eco-friendly products for home and business is all in a day's work for Melbourne designer Scott Kilmartin.

In Belmont to speak at the Textile Clothing Footwear Forum, Mr Kilmartin said hard work had paid off in turning his hobby from 'arthouse' into a business that now exports to the USA and Europe.

Not bad for a company that started when Mr Kilmartin made a photo album from a car numberplate as a gift for a friend around 10 years ago.

"The initial driver was to create environmentally friendly products," he said.

"Now we do presentations to school

classes educating students that a billboard made of PVC doesn't have to end up as landfill."

His company, Haul, uses found and recycled materials like car number plates, billboards and truck tyres to create funky and unique accessories, art, furniture and business products.

"The idea is the easy part – the hard part is getting it all the way to the store. You need to have persistence, thick skin and a general grasp of accounting, legal, marketing and web."

Despite the economic crisis, Mr Kilmartin said it was a great time to get into business, with the set up cost for an online store virtually nil.



Scott Kilmartin. Picture: Justin Benson-Cooper
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