



*EVRsafe's Shane Faulkhead (right) is congratulated on his award by AMP's Eddie Bell.*

# Determination to succeed

## Learning to be flexible leads to innovation and rewards

**S**hane Faulkhead is leaving his footprint on the global map.

For Mr Faulkhead, and his company, EVRsafe Marine Technologies, last year was very much a case of first South Australia, next the world.

After winning innovation awards in the United States and the Netherlands, EVRsafe Marine Technologies, went on to win the AMP Innovation Award at the 2008 South Australian Telstra Business Awards.

"Winning the Telstra Business Award along with the international awards has given us great exposure both with the local and international press," says Mr Faulkhead. "It really is a testament to all the hard work we've all put into this as a team."

Established four years ago, EVRsafe Marine Technologies is the developer of a multi toxic gas sensory detection system called EVRsafe. The warning unit is designed to simultaneously detect toxic gases, such as carbon monoxide, and can be fitted to any boat. The device alerts crew members to the presence of potentially dangerous toxic gas through a voice, audio and text alert, and provides solutions to rectify the problem.

Based in Norwood, EVRsafe Marine Technologies has established a distribution network to 122 countries across the globe.

"It's a great initiative. We live in such globalised times so to see an Australian product being exported to international markets has been great recognition both for the company and for our nation," Mr Faulkhead said.

It is these global initiatives that have seen EVRsafe progress from working with the largest

construction company in the world to winning endorsements from the United States Coast Guard and Department of Homeland Security.

"We are essentially directly involved with the US Government and it's fantastic. When you start out you don't imagine you will get the opportunity to work with some of the biggest and most recognisable names in the world.

"The biggest reward that came out of being a part of the Telstra Business Awards has been learning to be flexible.

"Networking with other businesses and learning about their day to day procedures gives you a great insight to other successful enterprises. We live in globalised times and have to understand that different markets respond to different needs, so implementing systems to suit these different environments is key to succeeding," says Mr Faulkhead.

And this piece of advice has not gone unheeded. "We currently have four new projects underway and are also in proceedings with other companies to increase our product range and our capacity. Without understanding our markets and their needs and wants, we would not have been able to pull this off."

Despite tough times ahead, Faulkhead remains upbeat.

"It's all about having that determination to succeed. If you don't take no for an answer and really believe in yourself and your product, eventually it sells itself," says Mr Faulkhead.

"If people can see how passionate you are and the point of difference with your product, you will turn heads. You can't expect everything to be handed to you on a silver platter, you have to be proactive."