



Success stories

**DIRECT BARRELS P/L**  
**t/a: Flexcube**

Local innovation, global  
collaboration

**Tradition meets  
Innovation**

In 2001, Direct Barrels developed oxygen permeable polymers for the winemaking industry, globally innovative maturation vessels to which sections of oak can be added or removed in order to control a complex process that delivers specific, premium wine types.

**Reducing cost has  
increased value**

The business has gained global market traction with an offering that is not based on traditional costly Oak vessels. The offering was designed with the purpose of addressing many increasing concerns, costs and limitations in a highly

conservative sector, that continues to struggle with many challenges that are caused by market demand for wine and the scarcity of Global resource required to support traditional premium wine making with Oak Barrels. Although in the early years acceptance was difficult to achieve, based on the significant benefits offered, traditional wine makers now endorse this product including contributing to its design resulting in the launch of the third-generation vessel in 2021.

Key benefits:

- 92% reduction in Oak / trees
- Reusable vessels
- Total wine maker control of Oak contact with wine

With support from the Australian Government's Entrepreneurs' Programme and Growth Facilitator Bruno Bello, Bill Willis, Director of Direct Barrels, and his team quickly pivoted their approach to demand generation, that while it includes sales representative it now has a greater focus on digital and remote promotion strategies that also addresses the recent contact challenges

resulting from COVID-19. This approach is reducing the cost of generating sales while rapidly increasing global awareness and demand.

"The support from the Entrepreneurs' Programme enabled us to envisage a prosperous global future for our business"

**Proud future**

In order to remain loyal to the offering Bill Willis and his team are working with local suppliers in order to ensure that they can support Global demand so they can say with confidence "Proudly Made in Australia".