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By Peter Roberts

Appointment backs Philmac's US export push



Pipe fittings manufacturer Philmac has marked fast growth including in exports to the United States with the appointment of an executive with extensive experience building some of the world's biggest brands

Kris Powell (pictured) has been appointed as General Manager, Marketing and Export, overseeing global exports, identifying and pursuing new markets with a focus on digital strategy.

Philmac Executive General Manager Elliott Burke said the appointment followed a period of unprecedented growth for the group.

Burke said: “Exciting innovation projects have been driving international growth including the recent launch of new valves in the US – key infrastructure connecting homes with water.

“The adoption by US Water Utilities of polypropylene fittings, as opposed to brass, is helping fuel increasing demand for our products right across the country.”

Burke said Philmac was investing significantly to meet future demand with a soon-to-be completed \$30 million expansion of its North Plympton manufacturing site in Adelaide that will more than double its capacity.

“We are committed to building on this growth through investment in talent, research, infrastructure and automation to develop these and other opportunities across the world.”

Before joining Philmac, Kris was Head of Marketing at metal manufacturer Stratco, where he spearheaded Stratco’s transition to digital advertising and e-commerce, and worked 11 years for Pernod Rickard Winemakers including as Global Marketing Manager for Jacobs Creek Wines.

Philmac, a leading manufacturer and supplier of polyethylene pipe system fittings and valves, is part of the plastic pipe and fittings group Allaxis.

Picture: Philmac/Kris Powell in Philmac’s expanding facility