**Commercialisation of novel materials and processes: Challenges and highlights**

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HeiQ Australia is focused on the research, development, and commercialisation of novel materials with a focus on applications related to textiles and textile treatments. HeiQ Australia is a wholly-owned subsidiary of the HeiQ Materials Group – a leading specialty chemicals company which produces innovative textile treatment products for the global textile market including for over 150 leading international textile and apparel brands.

Originating as a spin-off of the Swiss Federal Institute of Technology in 2005, HeiQ has since collaborated with more than a dozen universities globally on a range of novel materials, processes and applications spanning carbon structures, metal composites, and polymer materials. Since 2015, HeiQ Australia has worked closely with Deakin University Australia on a multi-year research collaboration with a primary focus on building a technology platform for short polymer fibre (SPF) materials -- short cylindrical microstructures that offer a unique platform for achieving new functionalities for a variety of industries and applications. HeiQ Australia operates an innovative scale-up facility co-located on campus at Deakin University.

This presentation will provide insight into HeiQ’s unique approach to SME-university research collaboration and discuss some of the challenges and successes in scaling-up novel materials and processes from laboratory through to industrial implementation and commercialisation.