



PCIP SUBMISSION

- David Trubridge Ltd is a lighting design and manufacturing company, based in New Zealand.
- Australia has been one of our main export markets, but we sell in all major countries globally.
- All our lights are exported as kitset for efficient and cheap freighting.
- Environmental and people responsibility are key ethics in the company.

- Our lights have been sold as replicas/copies/fakes consistently in the Australian market.
- This has caused a loss in sales of approximately \$30,000 last year.

- In all developed countries of the world, designers make their living from royalties on their designs which are manufactured under licence.
- This is the industry standard — EXCEPT IN AUSTRALIA, which is seriously out of step with the rest of the developed world. European designers are incredulous at the state of affairs in Australia.
- It is generally accepted that a vital part of the future of developed countries is innovation (as touted by the Australian government), but innovation is worthless without IP protection.
- There is no incentive for young designers to stay in Australia, when they can work overseas where their work is fully respected and remunerated.
- Copyright laws in Australia are far too lax to support a creative industry:
 - ‘Replicas’ are legal — nowhere else, in the UK it is a crime with imprisonment possible.
 - Protection is only for 5 + 5 years, in UK it is 70 years after the designer’s death,
 - There is no grace period in which a design can be assessed before expensive registration,

- In other developed countries the WTO TRIPS agreement is sufficient to protect a design even if it is not registered - not so Australia. We have stopped many copyright infringements in the USA and Europe using TRIPS, but failed with it in Australia.
- Development of a new design is time-consuming and expensive — that time is stolen by copiers who get the design for free.
- Lighting is especially expensive to develop because of stringent electrical certification, which is ignored by copiers.
 - We spend tens of thousands of dollars on ensuring our lights are safe.
- Copiers care nothing for the environment or carbon emissions, manufacturing to the lowest standards for the lowest cost.
 - Our products are made to the highest environmental standards. We use almost entirely sustainable or recycled materials.
 - We use sustainable bamboo plywood; fakes are made from bass wood ply that comes from clear felled, virgin forest that is not replanted.
- Copiers manufacture overseas where there are little or no health and safety standards or care for workers.
 - We manufacture locally adhering to the highest OSH standards.
- Copiers make no effort to reduce their freight, usually shipping assembled lights, and/or packed in polluting polystyrene.
 - We ship kitset - an LCA analysis we commissioned showed that freight was our biggest environmental hot-spot.
- If Australia is to live up to its Paris accord pledge it has to encourage responsible manufacturing and discourage irresponsible manufacturing. Currently it is doing the opposite.

Packaging comparison:



CORAL light, original on the left:



Fakes being destroyed after a rare victory - but more waste and polluting landfill:

