

Sirron Holdings

Zexa Clean and Ditch3

Case Study: How one Australian manufacturer benefited from COVID



“Buying local and Australian made products definitely has its benefits – it means that you’re supporting Australian workers and the community, but also you reduce the risk of being affected by global supply chain issues”

Callan Gates, National Business Manager at Sirron Holdings Group.



Supporting local for fast and reliable service.

Sirron Holdings Group is an Australian based supplier of commercial dishwashing machines, chemicals and cleaning products. The company is based in a small industrial district at Caves Beach, just south of Newcastle in NSW.

Zexa Clean is its commercial cleaning division, known for manufacturing high performance cleaning products aimed at the hospitality and care industry. With an established reputation for quality chemicals that “clean fast, clean safe”, the pandemic has made Zexa the ‘go-to’ for local, reliable supply of outbreak prevention products.

“We’re proud to be Australian owned and located in Caves Beach. We’ve built a track record as reliable, nimble local suppliers of customised products across all categories,” Managing Director Greg Gates says.

The ability to pivot when needed.

Being a local supplier means being able to respond quickly to changing needs. As the pandemic hit, the company’s products designed for the hospitality industry literally dried up overnight. At the same time, hand sanitiser was hard to come by. This inspired the Zexa team to pivot almost overnight. With a few changes to its Caves Beach facility achieved over 8 days, the company was able to produce more than 5,000 x 5 litre bottles of hand sanitiser a day, to meet the skyrocketing demand.

Every one of the company’s 30 employees retrained to save their jobs. In addition, many new jobs were created.

“It was a big effort. We had to commercialise formulations, source scarce ingredients and packaging, develop safety data documents, understand lawful labelling and claims, organise product testing and manufacture large orders quickly. With the hard work of an incredible team and the support of our wonderful community, we have been able to make a real difference with our Sure Shield Hand Sanitiser,” says Gates.

When you purchase Australian Made products from Winc, you support Australian businesses such as Zexa Clean along with its workers and the local community.



“The word ‘no’ is basically not part of our vocabulary, we just think ‘how can we do this’ and make it happen”

Sue Saunders, Product Manager at Sirron Holdings.

Leaving the place better than we found it.

The Australian Government estimates that by 2050 there will be more plastic in the ocean than fish by weight! Greg Gates and his team at Sirron Holdings are passionate about doing their bit to prevent this and subscribe to the core value of ‘leaving the place better than we found it’. The company has just launched a range of cleaning tablets (Ditch3) to help the reduction of single use plastics in cleaning. In its operations, rain water is re-used for machine testing and chemical production and 377 solar panels has been installed on the roof of its Caves Beach facility. The company also recycles over 15 tonnes of scrap metal per year and recycle all paper, packaging and cardboard on site. Another reason to choose Australian made Zexa Clean products from Sirron Holdings through Winc.



winc.[®]