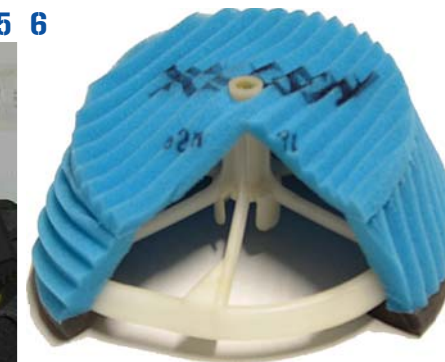
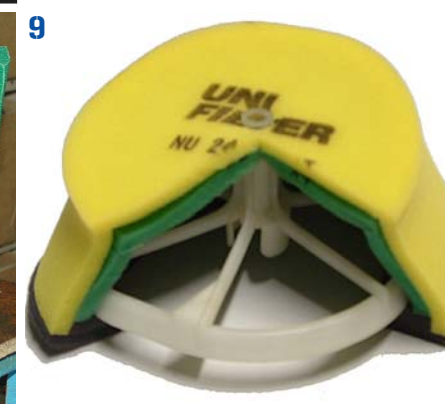
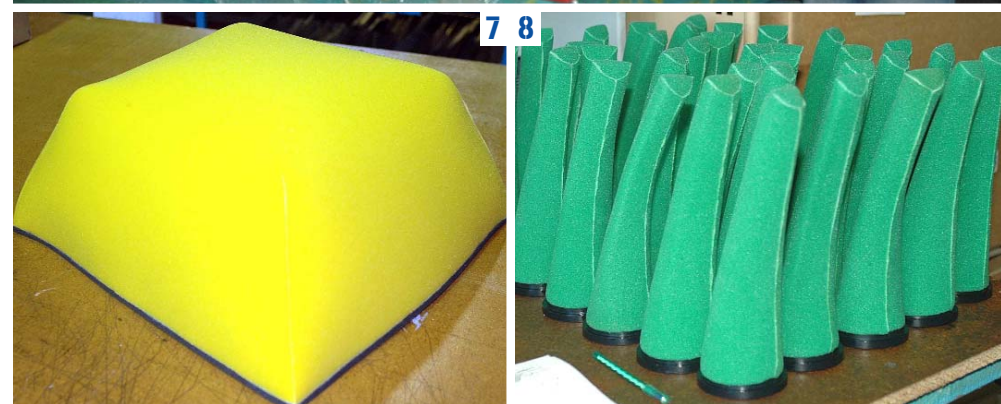


1. Unifilter's Myles Gooch displays the hundreds of templates used for marking the foam pieces of each filter. 2. You'd need a big airbox for this filter - it's for an industrial engine. 3. Some of the hundreds of cutting discs on file. 4. The five pieces of foam that go into a typical dual-stage Uni Filter.



5. Filters start life in huge blocks of sheets of foam. 6. Cross-section of an O2 Rush filter. 7. This special creation is a filter for use in steel-making equipment. 8. An order for Sexpo, perhaps? No, just a stock of pre-filters for air snorkels on 4WDs. 9. Cross-section of a dual-stage Unifilter.



BREATHE DEEPLY

Delving deep inside the clean, crisp air of the Aussie filtration experts, Unifilter.

Story & Photography by Clubby

TUCKED AWAY in an industrial estate on the side of an escarpment at Hornsby in Sydney's northern suburbs is another Aussie motorcycle accessory manufacturing success story: Unifilter.

Founded just on 30 years ago as an air filter importing business, Unifilter has flourished in the past 20 years since taking the plunge into manufacturing filters under the guidance of company principal Hayden Gooch, aided more recently by his son, Myles. From a staff of four in the beginning, Unifilter has grown to now have a staff of 18 that pumps out an amazing 10,000 to 12,000 filters per month. Motorcycle filters came first, followed quickly by filters for rally cars, 4WDs and then general automotive applications, to the point now where production is split almost evenly between the two industries.

A take-over of rival brand Finer Filter in 2003 means Unifilter's two leading brand lines - the Unifilter Pro Comp 2 range for trail and enduro applications and the O2 Rush range (with its distinctive sawtooth surface) for motocross, supercross and supermotard competition applications - now dominate the dirt bike filter marketplace.

Having already expanded from one industrial unit into the next, Unifilter is once again bulging at the seams in its current premises as business

continues to prosper for the company that has made its name by delivering clean air to the engines of dirt bike riders.

A CLEAN AIR STORY

Company name: Unifilter Australia.
Started trading: The company was founded in 1976.
Based at: Hornsby, NSW.
Staff: 18.

How did the business start? It began mainly as an importer of Unifilter USA products with a small amount of manufacturing. In 1987 Unifilter Australia became a 100 per cent manufacturing company.

How were Unifilter products promoted in the beginning? Through advertising in the specialist motorcycle magazines and through rider and race teams sponsorships. One of our first sponsorships was with Stephen Gall and, in fact, we still sponsor Gally today. We've also sponsored the Yamaha national motocross team through that time, as well as many of Australia's leading motocross, enduro, safari and road race teams. On the automotive side, many of Australia's leading V8 Supercar teams use Unifilter products.

How has the Unifilter product range expanded over the years? The company started out as a manufacturer of motorcycle air filters and then expanded into automotive air filters. We are now one of the world's largest manufacturers of aftermarket air filters. In 2003 we took over our main Australian opposition, Finer Filter, and now manufacture both brands of filters.

How many products do you now stock? There's a lot! We have around 3,500 stock filters and around 4,000 custom filter applications.

How many filters do you produce? In a typical month we will produce between 10,000 and 12,000 filters. That's across the board: motorcycle, automotive, everything.

What is your top-selling product? Yamaha YZ125,

YZ250, YZ250F and YZ450F filters.

Do you export Unifilter products to overseas markets? Japan was our first export market, and now we also export to China, Europe, the UK and New Zealand.

Do you only make filters for bikes and cars? That's our core business, but we can also make filters for all kinds of custom applications. We make filters for all sorts of different industrial engines and equipment.

Is all your manufacturing done here in Australia? Yes it is. All our raw foam is sourced locally, then all the

manufacturing is done here at Hornsby using techniques for cutting, gluing and moulding that we have developed in-house.

Can you supply a filter for anyone, no matter what kind of bike he/she rides? We have stock lines for bikes dating back to the '60 and '70s, including obscure bikes like Bultacos and Can-Ams. But if we don't have a stock line, chances are we can custom-make a filter anyway.

What's your most vital piece of advice on air-filter maintenance for trail riders? Riders must service their filters regularly. But they must service them as per the manufacturer's instructions, rather than doing what a mate tells them or what they might have read in a magazine. Regular, correct filter servicing is cheap insurance against expensive engine damage, especially with today's four-stroke engines.

What is your personal bike? Yamaha WR250F.

How often do you ride? Not nearly enough! About every couple of weeks.

What was your best/most memorable ride ever? Two years ago at the Sunny Corner Trail Bike Rally. It was so cold and there was snow and sleet everywhere, which made for a pretty memorable ride!

What is the best thing about your job? The people you meet and the friends you make in the industry. Most people are involved with the industry because they are interested in bikes. It's not just a job for them.

What is the worst thing about your job? Too many hours spent at work and not enough hours out on the bike.

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