

MEDIA RELEASE

Majestic Tissue Culture Automation Funding



Majestic Selections (www.majesticselections.com.au) a Victorian based Horticulture Company owned and operated by Nico van Rooijen and Shaun Keenan is commercialising an innovative international patented product known as "Nic-In" for tissue culture automation and production of plants.

The Nic-In System™ will become to the plant tissue culture industry what the plug tray is to the seedling industry. It will provide a range of benefits in global horticulture production by eliminating manual processes in plant tissue culture planting in the nursery, improving productivity and labour efficiencies, boosting plant quality and significantly reducing costs.

The high precision Nic-In tray and container is being tooled and manufactured by a substantial injection moulding and horticultural supply company in Australia with strong domestic and export sale. The strategic location in Australia for supply to the NE, SE Asian tissue culture laboratories who are producing over 80% of the worlds 4-5 billion tissue culture plantlets is significant.

The intent of the project is to demonstrate the value of the Nic-In System™ in a commercial nursery operation with the involvement of current world-leading European transplanting and equipment manufacturers. A major European horticultural packaging and growing system firm is interested in the distribution rights of the Nic-In System™.

Senator the Hon Arthur Sinodinos AO, Minister for Industry, Innovation and Science announced on Thursday 30th March 2017 that \$7.4 million has been offered to 15 Australian businesses to help get their new products and services into the marketplace.

Senator Sinodinos said the funding, provided under the Entrepreneurs' Programme, will help these innovative businesses undertake commercialisation activities.

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