

## Australian-made, high-tech military backpack wins Asia Pacific innovation award



**12 September, 2016:** Australian Defence Apparel's latest innovation for the ADF, the 1299 pack frame, has walked away with the 2016 National Industry Innovation Award at this year's [Land Forces](#) defence conference in Adelaide.

Federal Minister for Defence Industry, The Hon. Christopher Pyne MP, presented the award to the Melbourne-based manufacturer at the annual event, which is the leading land defence forum for Australia, Asia and the Indo-Pacific region.

Matt Graham, Australian Defence Apparel (ADA) CEO, said the 1299 pack frame is the first truly adjustable external backpack frame. Every backpack – regardless of volume, dimension and weight – can be perfectly positioned on an individual of any height, for maximum safety and performance.

“Last year, we were approached by the ADF to design a pack that is adaptable to people of all sizes and heights”, said Mr Graham. “After extensive research, prototyping and testing, the 1299 pack frame was born.”

The name ‘1299’ stands for ‘one to 99 percentile’ meaning the new back pack fits 99% of all body sizes in the ADF.

The changing nature of combat and increasing diversity of soldier physiology requires new approaches to core defence equipment. Australian soldiers are carrying increasingly heavier loads on their backs during training and operational exercises. Proportionally more women are performing combat roles. Safety and agility are key factors in success on the battlefield and resilience in training.

In combat, the ability to move quickly and freely while armed and engaged can make a critical

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difference. Australian soldier and ADA ambassador [Daniel Keighran](#) who fought in Afghanistan, East Timor and Iraq – and was awarded a [Victoria Cross for his service](#) – knows only too well how something as simple as a well-fitting backpack can count on the front line.

“Having a pack that you are able to adjust to perfectly align with the size of your spine is the kind of technology that really can make all the difference when it counts”, said Corporal Keighran.

The Land Forces National Industry Innovation Award [recognises and rewards](#) Australian companies and individuals who are at the forefront of defence innovation.

“Our award winners have set out to give the Australian Defence Force a vital edge on the battlefield, while providing enhanced protection to the men and women who wear our country’s uniform”, said Mr Ian Honnery, Chief Executive of Industry, Defence and Security Australia Limited, which organises the Land Forces defence conference.

Designed and manufactured entirely in Australia for Australian soldiers, the ADA innovation embodies the globally competitive innovation capacity of our advanced manufacturing industry.

27,000 pack frames are now in active ADF service, and the technology has received international interest from large American recreational brands as well as defence forces in the US and United Arab Emirates.

“ADA has joined a congressional lobby group in America to promote the frame as a solution to the US Military requirements on improved health and safety, as well as their growing numbers of female soldiers”, said Mr Graham.

## ENDS

### **Media contact:**

*Alice Black*

*Ph: 0439 035 466 or (03) 9416 0046*

*Email: [alice@ellisjones.com.au](mailto:alice@ellisjones.com.au)*

### **About ADA**

Backed by over 100 years of in-field testing, [ADA](#) is an Australian leader in creating uniforms for emergency services, healthcare professionals, utility workers and the armed forces.

Originally established as the Commonwealth Government Clothing Factory in 1912, ADA remains one of a small number of local manufacturers in Australia. Over the years, ADA has evolved and is now a private business and subsidiary of the Canadian-based [Logistik Unicorp](#).

The company invests heavily in research and development to ensure its designs keeps pace with the ever-changing workplace environments of the armed forces, emergency services and functional work wear markets.

ADA has outfitted the Australian Defence Force through two world wars and many other conflicts, playing an instrumental role in creating the iconic image of the Australian ‘digger’.

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