



Success stories

ZUSTER Pty. Ltd.

Business excellence is what you make it



140-year journey of innovation and passion for excellence

This is a remarkable success story of a business that has both a passion and history of outstanding premium furniture design that is balanced with management and business capabilities that enable this to translate to long term business success.

Generational excellence and innovation.

Today, based in Melbourne ZUSTER Pty. Ltd. is a premium commercial and residential furniture design and manufacturing business with an

extraordinary history that dates back to 1885 in Amsterdam where the family was involved in building houses and furniture.

After moving to Australia in the 1950's the family focused on architecture and construction until in 1985 when Wilhelmina at the age of 15 asked her father to manufacture the furniture that she had designed, that in the early years was largely sold by her sister Fleur. For over 30 years the business has continued to specialise in locally designing, manufacturing and marketing high end furniture in accordance to uncompromising stands for unique designs with extreme attention to the quality of locally manufactured products.

Over time the business has significantly expanded its range of products and investment in manufacturing and its uncompromising showroom in Hawthorn/ Melbourne. Today Fleur and Wilhelmina own and run this impressive business with a remarkable heritage and their ongoing passion for design, manufacturing and business growth.

With support from "Entrepreneurs' Programme" Growth Facilitator, Bruno

Bello, Fleur, Wilhelmina and their team embraced optimising operations and demand generation strategies that despite the impact from COVID-19 have enabled the business to increase sales while investing in manufacturing capacity that support this demand with greater efficiency while also engaging an additional 8 employees.

"The support from the Entrepreneurs' Programme has enabled us to consider opportunities and optimise a number of areas in our business" Fleur Sibbel MD.

Business DNA

While the business recognises that its passion for outstanding product design is key, it clearly recognises that translating this to business success requires a passion to optimise all areas of the business. This is the DNA of this successful business.