



COLLECTIVE INTELLIGENCE

Thanks to FOREL, precision and progress converge at COOLING BROTHERS

Innovation has always been the lifeblood of the glass industry - driving companies to reimagine materials, redefine design possibilities and refine manufacturing precision. Few partnerships embody this spirit better than that between Cooling Brothers, one of Australia's foremost glass processors, and Forel, the Italian leader in automated glass processing tech-

nologies. Indeed their team-up has been more than a business alliance; it is a shared pursuit of excellence, technical advancement and sustainable growth. Founded in the post-war period with the ambition of creating glass signs, display systems and architectural panels, Cooling Brothers has demonstrated a remarkable ability to evolve with the times. The decisive turning

point came in 1992, when a private equity group -led by current General Manager Paul King- acquired the company. Under his guidance, Cooling Brothers embarked on an ambitious programme of transformation - relocating headquarters and investing heavily in modernisation. As King puts it, innovation is not an option but 'the foundation of everything we do at

Cooling Brothers.' That philosophy has translated into the adoption of Forel's globally recognized machinery, alongside cutting-edge techniques in lamination, digital printing and insulating-glass production. What began as a modest enterprise has become a benchmark for Australian architectural glass. By 2004, the original plant had already doubled in size, expanding production ca-



In a partnership defined by foresight, FOREL and COOLING BROTHERS unite Italian technological excellence with Australian craftsmanship. The two-decade collaboration between the two has transformed architectural glass production, driving innovation in lamination, digital printing and insulating-glass automation - all whilst setting new industry benchmarks for reliability, creativity and continuous growth.



tomized Forel lamination line and a state-of-the-art digital printer capable of applying ceramic inks directly onto glass. The result was a step-change in capability, allowing Cooling Brothers to enter the bespoke architectural sector with laminated glass solutions for canopies, façades, glass floors and high-performance safety glazing. Forel's precision engineering and automation ensured production consistency, minimal waste and outstanding optical clarity - qualities that soon became hallmarks of Cooling Brothers' craftsmanship.

capacity and integrating a new tempering furnace, CNC machines and precision cutting benches for laminated glass. This phase of growth reflected not only King's vision but also Cooling Brothers' instinct for anticipating change - a quality that would soon define its most strategic decisions.

ANTICIPATING THE MARKET: FROM VISION TO INVESTMENT

Foresight is perhaps the most distinctive feature of

Cooling Brothers' investment strategy. In 2007, a pivotal conversation with Forel revealed emerging European trends -double-chamber insulating glass, custom lamination and photovoltaic glazing- long before these technologies reached mainstream awareness in Australia. Recognising their potential, Cooling Brothers acted decisively, investing in the necessary infrastructure and expertise to meet future demand before it materialised. Two years later, in 2009, this vision bore fruit with the installation of a cus-





Fast-forward to January 2024, when the partnership reached a new milestone: the installation of a Forel High Tech insulating-glass line, equipped with a thermoplastic spacer applicator and a robotic system for high-precision automatic sealing. This sophisticated line not only expanded the company's manufacturing

capacity but also elevated its ability to deliver premium insulating-glass units for demanding architectural and energy-efficiency applications. "Our collaboration has been based on mutual trust, performance and shared innovation for almost twenty years," says King. "Forel's ability to pro-

vide complete and cutting-edge solutions has been essential to our growth."

PRECISION, RELIABILITY AND A REPUTATION FOR EXCELLENCE

In an industry defined by tight tolerances and uncompromising deadlines, reliability is an indispensable competitive advantage. Forel's equipment has been instrumental in helping Cooling Brothers maintain operational efficiency and consistent quality. "Minimal downtime and consistent machine performance have played a crucial role in keeping our operations efficient and our delivery times competitive," King notes. Such reliability not only protects schedules but

reinforces client confidence in the company's ability to deliver complex projects on time. Here Cooling Brothers' commitment to innovation also extends beyond machinery. The company actively integrates customer feedback into its technological roadmap, transforming market challenges into opportunities for refinement. This dynamic approach ensures that every investment -particularly those involving Forel systems- continues to deliver long-term value. The synergy between global vision and local insight defines the company's strength: advanced European automation meeting the demands of Australian design and climate. Serving the entire Australian market, Cooling Brothers now



proudly sports a diversified portfolio that includes tempered, laminated, high-performance, digitally-printed and custom curved glass. Its reputation rests upon the consistent delivery of premium-quality products with rapid lead times and immaculate finishing detail. Among its many achievements, the HMAS Perth Memorial stands out as a true testament to the company's technical mastery and artistry. Unveiled in the spring of 2025, the installation -shaped like a ship's bow- required years of planning, precision engineering and collaboration with external partners. The project tested every aspect of Cooling Brothers' expertise: from digital artistry to complex lamination and structural fabrication. Forel's technology played an integral role in meeting the exacting production standards required. The finished memorial transforms glass into an emotional medium, depicting battle scenes and crew portraits that link visi-



tors to history through light and transparency. It stands as both a tribute to national resilience and a reflection of how craftsmanship and technology can merge into art.

LOOKING AHEAD: SHARED INNOVATION FOR A TRANSPARENT FUTURE

For over two decades, the partnership between Cooling Brothers and Forel has been a pillar of innovation, reliability and mutual

growth. What began as a supplier-customer relationship has evolved into a strategic alliance, enabling both companies to push the boundaries of glass manufacturing and automation. As Cooling Brothers looks to the future, its commitment to continuous innovation remains unwavering - focused on flexibility, accelerated delivery and expanded distribution across Australia. With facilities in Perth, Melbourne and Sydney, the company is ideally positioned for sustained growth. Forel, in

turn, continues to support that trajectory with its ongoing advances in automation, vertical integration and precision engineering. Together, the two companies exemplify what is possible when technology and vision align: glass not only as a material but as a medium of progress, creativity and enduring collaboration.

FOREL

Via per Monastier, 4
Vallio di Roncade (TV) 31056
- ITALY
Tel: +39 0422 840507
info@forelspa.com
www.forelspa.com


Cooling Brothers
GLASS COMPANY

COOLING BROTHERS

961 Abernethy Road
High Wycombe WA 6057
AUSTRALIA
Tel.: +61-8-6104-1777
info@coolingbros.com.au
www.coolingbros.com.au

