

Innovation That Breaks New Ground

BY EMMA DAVIES, MARKETING MANAGER, BUCKETBARROW

For the year 2017-2018 manual lifting, pushing, pulling and bending were the main cause of work-related injuries in Australia* something that Michael Paino, Director of BucketBarrow is working to change.



Michael started work as a carpentry apprentice aged 16 where he worked hard and learnt quickly. Over the space of 20 years he developed a successful building firm specialising in custom designed homes and business premises. However, Michael's eye for detail and preoccupation with how things can be done better led him to shift his focus to reinventing one of the traditional building tools he used daily.

"On the construction site we focused on providing innovation and quality for our clients through the latest materials and building techniques. I see the same thing within the landscaping industry – a focus on innovative, sustainable products and designs. However, I could not believe that the wheelbarrow, a tool that is integral to so much of our work remains, and is used, exactly as it was hundreds of years ago. I knew it was time for a better solution and I wanted

to be the one to make that change."

Michael and his business partner set about completely redesigning the wheelbarrow from the ground up with a focus on quality and user safety. What resulted was the BucketBarrow – a complete range of innovative, trade quality wheelbarrows.

"As a builder, I always chose high quality tools because I learnt that anything less is a false economy; it will only let you down. We chose to focus on innovation and quality because that's what's needed in industry and what will make the difference for our customers in terms of productivity and efficiency."

Michael and his team added something unique to the BucketBarrow range aimed at disrupting the way wheelbarrows are currently used. Michael explains;

"We've all customised wheelbarrows for the jobs we are doing on site, and you end up putting different containers inside your barrow to hold various tools and materials. BucketBarrows are the first wheelbarrows with specifically designed, integrated and removable compartments. They enable you to measure, divide and manage your load knowing exactly how much you are carrying. It eliminates the risk of overloading and ensures there are no more dangerous ramps or two-person barrow lifts when emptying a wheelbarrow."

A Safe Work Australia Industry profile 2015 noted that whilst trade workers and laborers made up 31% of the Australian workforce – they accounted for 58% of total work-related injuries and illnesses*. Having worked in the construction industry for many years

Michael knows what a difference his innovation can make for user's safety and productivity.

"It's time to move on from the traditional wheelbarrow and the risks it represents. This innovation is desperately needed and can make a huge difference in so many industries. The workplace injury stats speak for themselves with muscular stress caused by lifting, and moving and handling objects by far the most common type of workplace injuries in Australia. We need to make changes and disrupt the way things are currently being done on site and in industry by embracing innovation that helps us all work smarter and safer."

BucketBarrow technology is already proving very popular in industries as diverse as education, building, landscaping, agriculture, horticulture and equine. It's been a huge change from his original building career and at times a real leap of faith, but Michael is very clear about why innovation like BucketBarrow technology is needed.

"As construction and landscaping professionals we champion the benefits that our services provide clients, economically, environmentally and for their health and social wellbeing. We embrace innovation that we can share with our clients through our work. But we must also invest in innovation for ourselves, innovation that helps us work smarter and safer. Because by doing so we not only invest in our businesses, we invest in our health, our families and our future."

SOURCES:

Australian Bureau of Statistics Work Related Injuries 2017-2018 <https://www.abs.gov.au/ausstats/abs@.nsf/mf/6324.0>

Safe Work Australia – Injury and Illness by Occupation

<https://www.safeworkaustralia.gov.au/statistics-and-research/cost-injury-and-illness-occupation>

