

## **INVENT INSIGHTS with DELOITTE DIGITAL**

*In the fifth in a series of conversations with the finalists of Catalyst INC's INVENT 2016 programme, sponsor Deloitte Digital catches up Oran Oak Engineering.*

*Oran Oak 'DipFast' was founded by the Kelly Family of Beragh, Co. Tyrone. The current task of dipping sheep to assist with parasite control is time consuming and labour intensive. Oran Oak Engineering has developed a unique, rotational moulded sheep-showering unit that reduces labour time and potential health and safety risks associated with performing this task. Once manufactured, Oran Oak plans to assemble the units at the manufacturing location in Beragh, Co. Tyrone. The primary export markets are the UK and Ireland, Central Europe, Australia and New Zealand.*



### **How did you come up with the idea?**

Having been a sheep farmer for the past 40 years I would, like many other farmers, plunge dip my flock twice a year in order to prevent common parasites from attacking the sheep's wool and skin. However I often thought that there must be an easier way to carry out this procedure, which could save time while also increasing the operator health and safety and animal welfare. Having had experience in the building and electrical trade, I set about making a prototype sheep shower from old materials I had around the farm. Eight years later it has developed into DipFast.

### **What makes this idea unique to anything else out there?**

DipFast is the only sheep showering unit on the market made from rotational moulded polyethylene plastic. This rotational moulded method enhances the strength and durability of the product and when mounted on a skid frame it adds extra protection and is easier to transport. As it is a fully enclosed showering unit, the chemicals can be reused between sheep and they don't get into the groundwater, making it more environmentally friendly than traditional methods. Also one farmer,

rather than three or four can man the operation safely without worrying about coming into contact with the chemicals.

**Where do you envision your idea being in five years from now?**

Once we have established our product in the UK and Irish market, Oran Oak Engineering's aim is to expand and export to other countries with a high population of sheep farms. With the global demand for sheep meat forecast to increase considerably over the next five years, there are huge opportunities in regions across Europe, Australia and New Zealand.

**As an entrepreneur who or what inspires you the most?**

I would have to say my surroundings inspire me. I have always had a great passion for what I do as a farmer but it is a demanding job and I have always tried to be creative in my approach to enable me to work more effectively and efficiently.