

EMBELTON

100

1925 - 2025

AUSTRALIAN OWNED & OPERATED FOR 100 YEARS

1925 - 2025

Founded in February 1925, Embelton stands proudly among the nation's most enduring family operated businesses. Its resilience and adaptation to the challenges of the past century; the Great Depression, World War 2 and the constantly shifting economic environment sees Embelton today as a thriving participant in construction and industry throughout Australia.

The Visionary Founder

The founding driver of the company's remarkable journey was George Pearson Embelton, born in 1889 between Kerang and Swan Hill in country Victoria.

Mr. Embelton's career began with his appointment to the fledgling Commonwealth Department of Defence in 1907 whilst still studying at University. He served in the Department for more than 15 years; during the First World War as Secretary of the Defence Contract and Supply Board in Melbourne, and later for a 3 year term in London as Commonwealth Supply Officer, returning to Australia in 1924.

This post war period was a time of increasing industrialisation and manufacturing opportunity, and with Australia increasingly less dependent on Britain, Mr Embelton's familiarity with British industry coupled with the entrepreneurial drive of a country lad, led to the establishment of G P Embelton and Company which began its journey in 1925.

The Early Years – Innovation Amid Adversity

At the outset, Embelton operated an agency business for a number of British industrial suppliers, before beginning some independent trading and manufacturing activities in the late 1920s. These included

the distribution of radio parts and early manufacture of industrial cork materials. The Depression years 1929-1931 were difficult and survival of the business was helped considerably by the sale of wireless parts to the infant radio industry.

But for more than 75 years, industrial and architectural cork products continued as a central feature of the company's business and, with innovation a constant companion in its product and manufacturing development, cork contributed significantly as a precursor to the company's current leadership in flooring and acoustical engineering.

These early years exemplified the company's ability to innovate and adapt in the face of adversity.

Flooring Australia's Future

By the late 1930s, Embelton had begun to supply cork flooring in residential and commercial settings with a significant early project being the Royal Melbourne Hospital's Parkville development. These activities reflected the company's growing influence in architecture and construction and, from this early focus on cork tiles, the product range was extended to parquetry and later to a broader range of timber including its current engineered and hybrid hard flooring materials.



By the 1980s, the company had become an established and trusted name in residential construction as a local manufacturer and retailer of timber and cork flooring, enabling it to play a key role in shaping the floor covering landscape for Australian housing.

Building on this success, Embelton transitioned into large-scale commercial flooring, establishing its contracting division in 2017 and, with the acquisition of Omnifloor in 2020 consolidated its position as Australia's largest commercial flooring contractor, contributing to some of the nation's most iconic modern structures.

Pioneering Innovation

Innovation has always been a cornerstone of Embelton's success. Building on the early application of cork in the isolation of noise and vibration, the company began development of high-performance spring and rubber isolator systems in the 1960s to meet growing demand for control of structure-borne noise in the built environment. George R. Embelton, son of the founder, spearheaded the engineering division which led considerable development in the application of new materials and systems, consolidating the company's reputation as a leader in structural noise isolation.

Overcoming Challenges

The road to 100 years has not been without its challenges. Political and economic shifts, and a continuously evolving construction environment have tested the company's resilience. But challenges notwithstanding, an unwavering commitment to its core values—trust, innovation, and excellence—has enabled Embelton to thrive. By fostering strong client relationships and embracing forward-thinking

"We're able to help bring to life the vision of the designer, the architect or the owner of a property, whether that be a single home or a hundred storey building"

- James Embelton, Managing Director

strategies, it has continued to grow, adapting its business while staying true to its roots.

Looking Ahead: A Legacy of Excellence

As Embelton enters its second century, it remains a pioneer in flooring and engineering. With a reputation for delivering bespoke solutions for complex projects, the company continues to shape Australia's built environment. From noise and vibration isolation in sensitive spaces to large-scale flooring solutions for iconic structures, Embelton is poised to drive innovation for generations to come.

This centenary is a testament to the vision of Mr. Embelton and the dedication of the generations that followed. From its early days as an agent and distributor of imported goods, the company has evolved and remained deeply rooted in the built environment, continuing to deliver innovations that echo the vision and craftsmanship it championed 100 years ago. Embelton and its team look forward to continuing the journey, creating spaces that are as beautiful as they are functional. With the support of its clients and partners, the company is excited to embark on the next chapter of its remarkable story.

For more information contact Embelton, phone 1800 889 181, email gpevic@embelton.com, website www.embelton.com