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# BreatheSafe: Scaling an Australian Leader into the Americas

How A.I. LAMB partnered with Crescent Capital and BreatheSafe to build a high-performance distribution engine across the US and LATAM.

## The Situation

BreatheSafe, a leader in heavy equipment cabin pressure and filtration, was already a domestic powerhouse in Australia with industry-leading IP. Following a strategic investment from Crescent Capital, the mandate was clear: transform a \$50m+ domestic success into a \$300m+ global player.

## The Challenge

The next phase of scale required opening the North American and LATAM markets. The challenge was not just shipping product, but establishing a robust, localized manufacturing and distribution footprint that could compete with entrenched incumbents without losing momentum or focus at home. Building a credible presence in the Americas required deep market intelligence and the identification of partners who could uphold BreatheSafe's technical reputation.

## The A.I. LAMB Approach

Beginning in March 2024, A.I. LAMB delivered a targeted market entry and partner-enablement program to de-risk the Americas expansion:

**Market Intelligence & Strategy:** Conducted deep-research into the US and LATAM competitor landscapes. Mapped a multi-year strategy to identify, qualify, and enable the right distribution partners.

**Network Acquisition:** Worked alongside the BreatheSafe team to identify high-value distributors and support the onboarding process, ensuring local capabilities matched BreatheSafe's standards.

**Capability Building:** Aligned sales and marketing strategies for the new regions, ensuring the "Australian success story" translated effectively to American fleet owners.

**Strategic Events:** Designed and delivered the inaugural Americas Distributor Conference, a critical milestone that aligned the new network and solidified partner relationships.

## The Outcome: A Global Manufacturing Footprint



Today, BreatheSafe has successfully transitioned from an Australian exporter to a localized, multi-continental operator. The business is now positioned for long-term growth in the region, proving that with a structured approach, a booming domestic business can scale into complex international markets while maintaining its core operational excellence. A.I. LAMB continues to partner with BreatheSafe on the ongoing development and execution of their global sales and market strategy.

### The Scale of Success



**\$300M+ Valuation Pathway:** Clearly defined and being executed through international revenue growth.



**Multi-Continental Footprint:** Established a presence across both North and South American mining hubs.



**Localized Supply Chain:** Transitioned to a model supported by US-based manufacturing.



**Strategic Hubs:** Over a dozen high-performing distributors now active in the America

### Key Results:

- **Operational Transition:** Successfully launched US-based manufacturing to support regional demand.
- **Distribution Maturity:** Built a high-capability network across more than 12 strategic locations.
- **Market Validation:** Achieved a "best-in-class" rating for the inaugural distributor conference, securing immediate network buy-in.
- **Sustained Growth:** Scaled the international engine without any loss of domestic Australian market share.

*"This week's dealer conference was a great success, largely due to A.I. LAMB's contribution. One dealer told me, 'This was the best conference I have ever attended!' and I think that sums it up."*

Doug Wallis, CEO,  
BreatheSafe

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