



## Perfume plant

A Perth-based luxury goods company chaired by former Denmark entrepreneur Steve Birkbeck has been given a \$1.1 million grant to commercialise the world's first perfume made from pearls.

Essential Oils of Tasmania, a subsidiary of Perth-based Atlas Pearls and Perfumes, will use the grant from Commercialisation Australia to build a plant in Tasmania to extract ingredients from South Sea pearls for their fragrant properties.

Atlas chairman Mr Birkbeck believes the new plant in Tasmania, which will also extract fragrances from truffles and boronia flowers, will kick start new income streams and export markets.

Mr Birkbeck discovered the pearl fragrance in 2008 while on his cattle farm in Denmark, describing the discovery as an "accident".