



Leader > Melbourne City

## Melbourne's 'Mr Chain' celebrates 50 years of family business

Eaten fish 'n' chips in Melbourne? This Fitzroy family business — which just turned 50 — likely helped your shop make them.

Grace McKinnon

November 30, 2020 - 11:30AM The Melbourne City News

1 comments



Three generations of the Linzner family return to the site of the original 1970s factory in Fitzroy.

If you've ever eaten fish 'n' chips, then you've already sampled the wares of this family business in Fitzroy.

The Linzner's third generation wire factory, which celebrated its half-century last month, was started by Jakob Linzner who began working with wire by hand back in 1949.

Abacon Products Pty Ltd was born in 1970 when the 39-year-old father opened his own wire product factory with his 16-year-old son Jake.



**6 DAYS ONLY!**

**Thursday 26th Nov - Tuesday 1st Dec**



Jakob Linzner making a fish basket by hand in 1973 at the family run Fitzroy St, Fitzroy factory.

The father-son team worked hard in their small factory located between a laneway and residential homes on Fitzroy St, Fitzroy.

The duo soon became known for attention to detail and Jake Linzner said they started making wire baskets for fish and chip shops.

“Back then change was slower, a good selling product would stay that way for many years,” he said.

“In a very short time we were supplying most of the fish and chip shops in Melbourne with deep fryer baskets.

“In 1980 in desperate need of more space we moved out to Keilor East and that’s where we purchased our first chain machine.

“By 1990 we had 19 chain machines some of which were running around the clock yet we were still struggling to keep up with the demand.”

Jake has made more chain in Australia than any other individual and soon became known as ‘Mr Chain’.



Jake Linzner making wire trays in 1975.

Jake’s son Michael joined the family operation in 2010 when they decided to purchase another warehouse and expand their products.

In March 2020 the COVID-19 pandemic pushed them to launch an improved online store to sell to the public directly, the move paid off and has kept them open during a difficult time for small businesses.

Michael Linzner, 36, said the website had dramatically increased sales and shown people want Australian made

products now more than ever.

“Our sales have been up on last year over 50 per cent each month since April,” he said.

“We have also noticed through inquiries and regular customers that people are more conscious to buy Australian made than they have been in a long time.

“It’s so great when we can (say it’s) made by us right here in our factory.”

The company now produces about one million metres of chain a year and stock general hardware, building, farming, garden and hospitality products in Keilor East and [chain.com.au](http://chain.com.au).

[grace.mckinnon@news.com.au](mailto:grace.mckinnon@news.com.au)

---

## More Coverage

[Melbourne divided over CBD smoke-free plan](#)

[How to get into Melbourne’s secret bars](#)

### The Melbourne City News Newsletter

Hi Michael, The Melbourne City News direct to your inbox.

[Sign up](#)



Join the conversation (1 comments)

### More related stories



Melbourne City

#### Queen Vic Market vouchers up for grabs

The Queen Vic Market is giving away \$100,000 worth of vouchers before Christmas. Here’s how you can get your hands on one.



Melbourne City

#### How to get free CBD parking this Christmas

From Tuesday Victorians can park in the city for free. But before you drive in, you need to follow these steps.



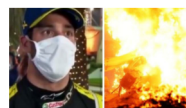
### Good Evening Michael Recommended based on what you've read



**Kourtney’s outrageously low-cut outfit**



**‘Disgusted’: Passenger’s toilet prank**



**‘Give up’: Icon rips Ricciardo’s complaint**

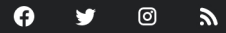


### BEST LOCALLY SOURCED PRODUCE CHRISTMAS HAMPERS

SPONSORED



# Herald Sun



## Membership

- Subscription packages
- Group/Corporate subscriptions
- Herald Sun app
- Today's Paper
- Newsletters
- My Tributes
- Rewards

## About Us

- About us
- Meet the team
- Job Opportunities
- Code of conduct
- Subscription FAQs
- Subscription terms
- App only subscription terms
- Financial Hardship Policy

## Contact Us

- Help & support
- Story Tips
- FAQs
- Letter to the Editor
- Photo Sales
- Advertise with us

## Our News Network

- The Daily Telegraph
- Courier Mail
- The Advertiser
- news.com.au
- The Australian
- The Mercury
- Geelong Advertiser
- The Cairns Post
- Gold Coast Bulletin
- Townsville Bulletin
- The Chronicle
- NT News
- The Weekly Times

## Our Partners

- Buy Search Sell
- Find Your Local
- Foxsports
- Foxtel
- Hipages
- Kayo
- Punters
- odds.com.au
- racenet.com.au

## Our Apps



A NOTE ABOUT RELEVANT ADVERTISING: We collect information about the content (including ads) you use across this site and use it to make both advertising and content more relevant to you on our network and other sites. Find out more about our policy and your choices, including how to opt-out.