



10 MARCH 2020

## **MEDIA RELEASE**

### **Make sure it measures up, make sure its Australian Made**

The Australian Made Campaign Limited (AMCL) is encouraging shoppers and renovators to ‘make sure it measures up’ and look for the famous Australian Made logo when shopping for building products, materials and tools.

Ben Lazzaro, Chief Executive of the Australian Made Campaign, said, “Australian manufacturers make some of the highest quality building products in the world, and from our most recent research these products and materials are increasingly preferred by builders and home renovators.”

A recent study from Roy Morgan Research found that Aussies favour Australian Made products, with two-thirds of Australian preferring to buy Australian-made building and renovation materials, and a further 61% preferring to buy Australian-made tools and hardware.

The research also found that high quality, use of ethical labour, and supporting local jobs and employment are all attributes associated with the Australian Made logo and the products that carry it.



*A focus on quality control is a key component at Mumme Tool’s Lonsdale factory in South Australia*

Australian Made licensee, Mumme Tools, is one of Australia’s leading manufacturers of hand-forged tools. Used across mine sites, by heavy industry, councils, defence forces, tradespeople and home DIYers, Mumme Tools have been using the Australian Made logo on its products for over a decade and are passionate about manufacturing locally.

David Shepherd Marketing Manager at Mumme Tools, said “Here at Mumme Tools we are proud to be Australian Made. Our South Australian facility employs twenty-one craftspeople who hand manufacture our tools. We make a top-quality product. It’s made from the right materials, heat-treated correctly and made fit for use, so it’s safe for the end-user.

As an Australian manufacturer, we need to be supporting local jobs. Firstly, through our direct employees, but also through our network of local suppliers. We believe it is important to retain the skills that have been built in Australia over the last couple of hundred years. Supporting Australian manufactures allows us to pass these skills on to future generations.”

Similarly, Australian Made licensee and cable manufacturer, Prysmian Australia, explained the benefits of manufacturing locally.

Hamavand Shroff, CEO Prysmian Australia, said “We know customers recognise the Australian Made logo and want to support the products that carry it. When you purchase an Australian-made cable, carrying the Australian Made logo, you know you are getting a locally-made product made to the highest quality standard. You are also contributing heavily to the growth and development of Australia.”



*Prysmian Australia’s inspecting its cables at a local construction site*

“One of the areas Prysmian really leads in is innovation. Having the local R&D centre allows us to work with our customers and clients to come up with global solutions for their specific applications and specific needs. We are one-stop-shop and manufacture a very diverse range of cables locally, everything from the construction application to specialised wires used in the mining and telecommunications industries.”

AMCL is calling on consumers and businesses to keep ‘buying Aussie’ front-of-mind when purchasing tools and materials for their next building or DIY project with a multi-channel marketing campaign across traditional media, digital advertising and social media platforms.

“Make sure it measures up and look for the Australian Made logo. It is the easiest way to ensure you’re buying genuine Australian products and supporting local businesses and jobs,” Mr Lazzaro said.

Other Aussie building products and tools that carry the Australian Made logo include:

- [Mumme Tool hammers](#)
- [Buckaroo tool belts](#)
- [Sureguard hard hats](#)
- [Tradespaint paint](#)
- [LUFKIN measuring tapes](#)
- [Ladder Safe Leash](#)
- [Sutton Tools drills](#)
- [Orrcon Steel pipes](#)



## The Australian Made Campaign

To find authentically Australian Made building products and learn more about the benefits of buying Australian Made, visit [www.australianmade.com.au/building](http://www.australianmade.com.au/building).

—ENDS—

[HIGH RES. IMAGE DOWNLOAD](#)

[MP4 VIDEO DOWNLOAD](#)

### NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ben Lazzaro, is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

### MEDIA CONTACT

Caitlin Blair, Media and Communications Officer

P: +61 3 9686 1500 / 0425 003 373

E: [caitlin.blair@australianmade.com.au](mailto:caitlin.blair@australianmade.com.au)

Anthony Collier, Marketing & Communications Manager

P: +61 3 9686 1500

E: [anthony.collier@australianmade.com.au](mailto:anthony.collier@australianmade.com.au)

### ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for the full range of genuine Australian products and produce.

It has been helping Australian consumers, farmers, processors and manufacturers for more than thirty years.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo goods must meet the criteria set out in Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2700 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

Australian Made Campaign Limited is located at Level 4, 111 Coventry Street, Southbank, VIC 3006.

Free ph: 1800 350 520

[www.australianmade.com.au](http://www.australianmade.com.au)