

KEEP IT SIMPLE SIMON: WELL-MANUFACTURED, NOT OVER-COMPLICATED

Lindsay Pie-Making Equipment (LPME) manufactures 'Simple Simon' bakery equipment for bakeries of all shapes and sizes, specialising in pie machines. Simple Simon pie machines have been designed and manufactured in Australia for over 25 years, and the entire range carries the Australian Made logo.

"We are proud to be Australian Made, which is why we got involved in the Australian Made Campaign over a decade ago," Simple Simon General Manager, Danielle Lindsay Woodridge, said.

"We use the Australian Made logo on our website, on all of our marketing materials and at trade shows and events, so that when a buyer is researching our bakery equipment, one of the first things they will see is that we are Australian Made certified."

"We are proud of the high quality parts we can source here, our skilled staff and our manufacturing capabilities, and the Australian Made logo represents all of that. People recognise the Australian Made logo and associate it with quality," she said.

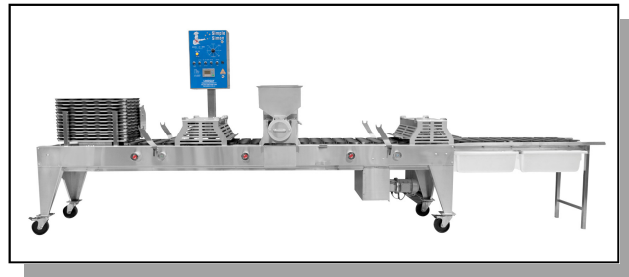
LPME also provides customised, localised service.

"We custom-install each and every machine and pride ourselves on our ability to provide speedy services when required," Ms Lindsay Woodridge said.

With installations in every state of Australia, LPME has a strong foothold in the local market, and is now focusing its efforts on export markets, which represent the majority of new sales.

Export markets include New Zealand, Malaysia, Papua New Guinea, the USA, Botswana, Singapore, Korea and South Africa.

To find out more about LPME visit www.simplesimon.com.au.



ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The Australian Made, Australian Grown (AMAG) logo is a registered certification trademark and 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 the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 1700 businesses are registered to use the AMAG logo, which can be found on more than 10,000 products sold here and around the world.