

## GREAT AUSSIE FOOD REQUIRES GREAT AUSSIE EQUIPMENT

Luus Industries manufactures a wide range of Australian Made cooking equipment for the foodservice industry; from ovens, grills and barbeques to woks, steamers and fryers.

Manufacturing in Australia for more than 15 years, Luus has built its name on reliability, functionality, affordability, and exceptional customer service.

According to Luus Sales & Marketing Executive Andrew Moulder, being recognised as an Australian manufacturer is critical, because buyers equate Australian products with quality, and the quality of the equipment being used in foodservice can have such a huge impact on the quality of the end product being served.

“People gravitate towards our products because they are Australian Made,” Mr Moulder said.



“Manufacturing in Australia gives us greater interaction with our customer base and enables us to listen to their needs so we can tailor our equipment to suit the Australian market. It’s why we started manufacturing in Australia 15 years ago and one of the reasons we still do today”

“With more and more manufacturing moving offshore, it has become particularly important to reassure our customers that we are still making our products locally.

“The green-and-gold Australian Made logo is on every one of our products, as well as our point-of-sale materials, brochures, website and exhibitions stands, because it helps us sell - everyone knows it.

“It gives us an edge over our overseas competitors, because it’s a certification that we have, that they can’t get.

“For many years we had our own ‘Aussie’ logo but it was nowhere near as effective.”

Mr Moulder said that manufacturing in Australia also contributed to staff morale.



“Our staff members are very proud of the fact that we make our products here in Melbourne, and that we qualify for the Australian Made logo, and they like seeing the products they have made featured in well-known kitchens around Australia,” Mr Moulder said.

Luus Industries recently partnered with Y Generation Against Poverty (YGAP) to donate \$20,000 worth of their Australian Made commercial cooking equipment to YGAP’s latest social enterprise restaurant, Feast of Merit. Head chef Ravi Presser places a huge importance on using locally made products and produce to deliver great quality food, with profits going back into youth education projects in developing communities in Australia and around the world.

The Luus engineers and marketing team are constantly working to develop new products and improve their current range for the evolving restaurant and catering industry, and all their products are available through distributors Australia-wide.

To find out more visit <https://www.facebook.com/LuusIndustries> or view the current product range at <http://www.luus.com.au/products.html>.

## 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.