



The Australian Made Campaign

SEPTEMBER 2014

CASE STUDY

SAFETY FIRST: AK REELS' TAPES AND REELS TICK THE BOX FOR OH&S

Occupational health and safety (OH&S) is critical in all industries, which is why AK Reels' best selling product is its Australian Made retractable safety Barrier tape reel. Adjustable, so that it can be used to cordon off a factory door or a whole floor, it remains flexible under tension (so it won't snap), and is also reusable, so it's more cost-effective and environmentally friendly.



Unlike cheaper imported plastic tapes, which can break more easily and are often single-use, AK Reels' tape is made out of heavy duty woven webbing material, which retracts back into a compact reel.



"The imported products can be hard to handle and might work for a day or two, while our Australian Made retractable tape reel might last you a decade – and you can customise your colours and messaging for visibility and clarity on warnings," AK Reels Director John Jones said.

"These reels are just what are needed for any occasion where the public needs to be separated from working machinery or a dangerous situation."

The uniquely Australian product is designed and manufactured in Melbourne, and is used all over the world; in mines, warehouses, factories, airports, and by local councils.

AK Reels also has a large range of highly durable retractable hoses for industrial and domestic use – all made to suit particular purposes and withstand variations in temperature and conditions.

Supermarkets around the country use AK Reels' retractable Hot Wash Hose Reels in their delicatessens, to ensure displays are effectively sanitised and the potential for scalds or tripping over loose hoses by staff members is reduced.

Retirement villages prefer AK Reels' retractable Garden Hose Reels because of their compact size, light weight, and ability to be mounted at waist-height, avoiding the need for residents to bend down to pick up hoses.

Holiday makers caravanning around the country use AK Reels' drinking water RV Hose Reels, because unlike standard hoses, they are food grade and won't result in harmful chemicals being ingested.





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Engineers around the world specify AK Reels' Cold Wash Hose Reels for use in restaurants, hotel chains and sporting complexes too – and these are just a few of the best sellers.

“We’ve developed a reputation for high quality niche products, and local manufacturing is critical in ensuring quality control,” Mr Jones said.

“The Australian Made logo helps us to readily communicate our reputation for quality to new customers because manufacturing standards in Australia are so high.

“Importantly, more and more retailers are telling us that their customers are actively seeking out Australian Made products, and they are pleased to be able to offer locally made goods.

Easy access to spare parts is an added benefit too. Imported retracting reels don’t have spare hoses or parts because they’re not manufactured in Australia, so if something goes wrong you’re more likely to have to replace it entirely.

“We find people are demanding quality products that are going to last, which might mean paying a little more in the first place, but, in the long run it’s cheaper than buying the whole product over and over again,” Mr Jones said.

This is evidenced by the company’s longevity in the industry. AK Reels recently celebrated two decades of local manufacturing.

“We’ve had our ups and downs over the years – as the Australian dollar has had its ups and downs – but through the dedication of our staff we’ve managed to pull through, and we’re very proud of the reputation our products our products have achieved,” Mr Jones said.

To find out more about AK Reels, visit www.akreels.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.

The AMAG logo supports growers, processors and manufacturers in Australia by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping; it has been doing this since its introduction by the federal Government in 1986.

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 the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2000 businesses are registered to use the AMAG logo, which can be found on some 15,000 products sold here and around the world. Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

www.australianmade.com.au