



## The Australian Made Campaign

APRIL 2016

### Country-of-origin branding combined with traceability technology to defend against counterfeiters

Australasian Analytical Laboratories (AAL) has been successfully manufacturing beauty products in Australia for the Scandinavian market since 1986.

While its brands are well-established in Scandinavia, the company recently embarked on a new venture contract manufacturing for the Chinese market, and recognised the importance of introducing Chinese consumers to the 'Australianness' of its products. The AAL team decided to register its newest range with the Australian Made Campaign so the Australian Made certification trade mark could be integrated into product packaging, to help associate its products with Australia's high quality, health and safety manufacturing standards.

"Australia has a great reputation overseas and we know Chinese consumers value the Australian Made logo as a means of identifying genuine Australian products," AAL Director, Roger Starks, said.

"When shoppers see the Australian Made logo on a product they know it is authentically Australian."

The Australian Made logo's registration as a certification trade mark in China also provides an essential legal framework which AAL can rely upon in the event that products carrying the logo are copied.

"We are trying to do everything we can to reduce the risks associated with expanding into a new market, so it is reassuring that the Australian Made logo provides additional protection against piracy and copy-cat manufacturers," Mr Starks said.



In order to further defend the new range against possible counterfeiters, AAL had the Australian Made logo printed on-pack in conjunction with tracing technology from YPB Systems (YPB).



YPB's Forensic Covert Marker technology was embedded directly into the ink on the labels – although it can be integrated into a broad range of manufacturing processes, to merge with product, print or packaging before or after production.

Because the technology consists of a clear, inorganic compound which can only be detected and verified with a matching handheld scanner, it is inconspicuous. In addition, once applied, it cannot be removed, destroyed or copied.

YPB Executive Chairman John Houston said exporters were becoming increasingly aware of the rapid take-up of 'Australian Made' brands by middle class consumers across Asia, and was pleased the invisible tracer had been selected to protect AAL's Australian Made logo-branded beauty products.

"High demand makes trusted brands subject to counterfeit and YPB's solutions can be tailored to protect any brand's products, allowing brand owners to connect with their customers around product authenticity," Mr Houston said.

To find out more about YPB's tracing technology visit [www.ypbsystems.com](http://www.ypbsystems.com).



## **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 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. Almost 2500 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](http://www.australianmade.com.au)