

JUNE 2016

CASE STUDY

BOgear: Takes on the world with the Australian Made logo

Combining his love of being outdoors and designing led Dave Bell to create Brisbane Outdoor Gear, a custom bag and outdoor gear manufacturer in 2008. BOgear, as the company is known, started in Mr Bell's Brisbane home and moved into its own premises four years later.

Right from the beginning Mr Bell was determined for their products to be hard wearing, strong, built for daily use and to be made in Australia. He believes that Australian Made gear is the best money can buy.

BOgear are so proud of what they make that they encourage customers 'dirty' their products and put them through the wringer to see how they stack up.

In 2015 Mr Bell joined the Australian Made Campaign and displays the iconic kangaroo logo on BOgear's products, website and advertising. While he had some reservations about joining initially, especially in regards to paying registration fees, a good friend who also happened to be an Australian Made licensee convinced him to sign up.



"One time they sent their artwork to the box manufacturer to get printed up and they forgot to put the Australian Made logo on, and they had one batch of boxes done like that. The amount of calls they then got from people saying 'oh, you're no longer made in Australia' was surprising. People recognise that brand and that logo ... and they firmly believe it, and when it's not there, they automatically assume it's no longer made in Australia."



CUSTOM BULLPUP BACKPACK
EXTERIOR: GREY
WEBBING: WTF BRIGHT
BARTACK: BLACK



"Being Australian Made it means that generally our labour costs are high, our material costs are high and trying to find skilled staff is tough but the fact that we are Australian Made also sets us apart from the crowd. It's something we actively promote and we've seen a great response since joining the Australian Made Campaign."

Since joining the Australian Made Campaign Mr Bell has seen a jump in overseas sales which he puts down to the marketing power of the logo as well as the Aussie dollar.

"We always say we're made in Australia; we're fiercely proud of that."

You can purchase BOgear products online or through a select number of stockists. For more information visit

www.bogear.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 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 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