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MEDIA RELEASE

Australian Made Campaign wins legal action against counterfeiters

The Australian Made Campaign Limited (AMCL) has successfully taken legal action against importers of counterfeit EAORON skincare products.

18 consignments of the products sent from China were recently seized by the Australian Border Force (ABF) because they carried the Australian Made, Australian Grown (AMAG) logo and therefore triggered an intercept order in place by arrangement between AMCL and ABF.

The consignments included over 5,000 units of the skincare products with an estimated retail value of more than \$150,000.

AMCL successfully took legal action to prevent some of the seized goods being released to the importers. All the seized goods will now be destroyed.

The products were copies of genuine EAORON skincare product manufactured by Australian United Pharmaceuticals Pty Ltd (AUP) and carried the AMAG logo. Australian Health Industry Co. Pty Ltd (AHI), the owner of the EAORON trade mark, says that when the matter was brought to its attention, it immediately suspected the products were counterfeit on the basis they were being imported from China, whereas all products in the EAORON range are manufactured in Australia.

Subsequent testing of the seized products confirmed that they were counterfeit. AHI has warned consumers to be wary of counterfeit products as they are never of the same quality and are not required to comply with the same standards and controls as genuine goods.

AMCL believes the products were to be sold into China, giving the appearance they were from Australia. Genuine Australian products, especially those that carry the Australian Made logo, attract a premium in Asian countries because of Australia's reputation for high quality products and best practice manufacturing.

Australian Made Chief Executive, Ian Harrison says it's Australia's excellent reputation which makes us a target for copycat manufacturers and frauds.

"Consumers look for the Australian Made logo to identify genuine Aussie products and Australian farmers and manufacturers rely on it to market their products, so it is of the utmost importance that we protect the integrity of the brand," says Mr Harrison.

"Those seeking to copy products and the logo and give the illusion that they are genuine Australian products when in fact they are not should be put on notice."

Genuine EAORON products are available for purchase from www.eaoron.com.au, and a list of authorised distributors is also available on that website.

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The Australian Made Campaign

NOTE TO MEDIA

Australian Made Campaign Deputy Chief Executive, Ben Lazzaro, is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

MEDIA CONTACT

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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