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MEDIA RELEASE

Wrays becomes an Australian Made Campaign Partner

National specialist IP firm Wrays has partnered with the Australian Made Campaign to provide legal support to the campaign and help local producers protect their brands.

The Australian Made Campaign is the not-for-profit organisation that administers and promotes the Australian Made, Australian Grown certification trade mark. Thousands of Australian businesses are registered to use the symbol on products sold in Australia and around the world, and for which 'being Aussie' is an integral part of their overall branding strategy.

Australian Made Chief Executive, Ian Harrison, said intellectual property protection was becoming increasingly important, as Australia's high quality and safety standards make our manufacturing and processing businesses a target for copycats and frauds. He said it was also vital that the integrity of the Australian Made, Australian Grown logo is maintained.

"The Australian Made, Australian Grown logo is a registered certification trade mark in Australia, as well as in key export markets, including China, Singapore, South Korea and the USA. It provides enhanced legal protection in those jurisdictions for products carrying the logo," Mr Harrison said.

Wrays last year acquired EKM Patent and Trademarks, an Australian Made Campaign Partner of five years. EKM was responsible for successfully registering the Australian Made, Australian Grown logo as a certification trade mark overseas.

"We now look forward to working with Wrays to continue helping Australian growers and manufacturers promote their products as Australian in global marketplaces, with the added protection provided by the Australian Made, Australian Grown logo."

Wrays has been providing patent and trade mark, law and corporate advisory services to protect Australian brands locally and globally for more than 90 years. The firm will work with the Australian Made Campaign to promote the importance of intellectual property protection to Australia's growers and manufacturers.

"Both Wrays and the Australian Made Campaign support Australian businesses in their branding endeavours, so it makes sense for us to work together to give them every chance to succeed," Wrays Chief Executive, Rob Pierce, said.

"We are proud to be an Australian Made Campaign Partner."

For more information visit www.wrays.com.au.

--ENDS--

* www.ipaustralia.gov.au

NOTE TO MEDIA



The Australian Made Campaign

Australian Made Campaign Chief Executive, Ian Harrison, 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 2600 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.
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www.australianmade.com.au