



## The Australian Made Campaign

FEBRUARY 2019

### CASE STUDY

#### Helping Australians get a good night's sleep

From humble beginnings in 1923, *Sealy of Australia* has grown to become one of Australia's largest mattress manufacturing companies, employing over 700 people in five manufacturing facilities across Australia.

Manufacturing their own innerspring components, fibre fills, and foundations right here in Australia, *Sealy of Australia* credits their success on quality and local support.



"What has made the Sealy brand so successful is our single-minded focus on the mattress category. It's all we do, and we are very proud of what we do. It is what gets us out of bed every morning," said Wade Ganzer, Sealy's National Marketing Manager.

"Our focus on innovation and quality means more Australians can enjoy a good night's sleep without morning backache. **We have made over 5 million Sealy mattresses in Australia**, and it is a milestone we are extremely proud of."

In 2017 and 2018 Sealy was the [Trusted Brands 'Mattresses' Category Winner](#), and awarded the [Canstar Blue 'Most Satisfied Customers' Award for Mattress Brands](#), scoring five-star reviews for support, sleep quality, durability, value for money, comfort and overall customer satisfaction.



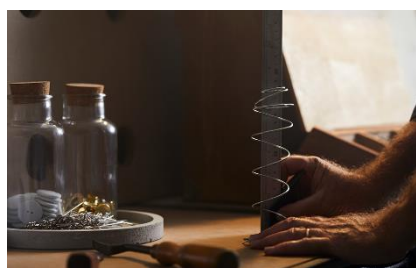
"It is the longevity of service of our staff that makes us great, we have many craftsmen who have been building beds for over 20 years," Mr Ganzer said.

"Every Sealy mattress is handcrafted to order right here in Australia. We don't build and warehouse stock or import any of our mattresses. It is truly a custom, one of a kind, mattress made for each and every customer."



An Australian Made licensee since 2007, Mr Ganzer explained that the Australian Made logo helps consumers to easily recognise where their products are manufactured.

"To us, the logo stands for quality. We have a commitment to manufacturing and sourcing the finest components locally. From the titanium alloy support system to the finest cashmere fibre, we either make it here ourselves or source it locally. I am sure many people would be surprised to know this.



That is the only way we have built our brand reputation over generations, sourcing materials that we know will perform in the home for many years to come."



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Manufacturing hundreds of beds a day, Sealy believes in the importance of doing business in Australia and wants to set an example for other manufacturers.

“We are investing in Australian manufacturing more than ever. At a time where manufacturing is going off-shore, Sealy have just built a new facility in Brisbane and have plans to further expand our operation in Sydney. We also plan on growing our NATA accredited Research & Development facility, the only one of its kind in the Southern Hemisphere. At this facility we test more mattresses for durability and performance than any brand in the country so that we remain at the forefront of mattress development.”

For more information visit <https://www.sealy.com.au/>

