



# The Australian Made Campaign

APRIL 2019

## CASE STUDY

### Providing transparency and traceability to the wool industry

Wool Products Australia is a privately-owned Australian company based in Ingleburn, Sydney. Established 23 years ago by Founder and Managing Director Graeme Kerr, Wool Products Australia are the proud producers of 'Woolstar' which has grown to become one of Australian most loved woollen bedding manufacturers, producing quilts, under blankets, mattress toppers and pillows.



Woolstar invested early in high quality textile machines for its NSW factory, enabling them to be at the forefront of the wool industry and develop innovative Australian Made products for both the domestic and export market.

“Australia has the largest output of wool in the world, and it is a privilege to take the world’s best-quality raw wool from our Australian famers and turn it into great-quality products which people can benefit from, on a daily basis.

It only makes sense to us to turn Australian wool into Australian products locally. All of our products are made in Australia, and therefore proudly display the Australian Made logo. Whether it is for the domestic or export market, the Australian Made logo markets our Aussie authenticity.

Due to the rising popularity of our Australian Made products, we have been able to significantly grow the export side of our business, now supplying our products to countries such as Russia, UK, USA, Korea and China,” Wool Products Australia’s Managing Director, Graeme Kerr, said.

Recently implementing Farm2Shelf, Woolstar places a high importance on traceability and transparency allowing customers to trace the wool in their product back to the Australian farm it was sourced from.

“Our new traceability model provides customers with comfort and reassures them their Woolstar products have been manufactured with Australian wool from our Australian farmers. It also ensures that the woolgrowers receive the recognition that they deserve for the amazing wool they produce.”





In 2018, Woolstar was invited to the first China International Import Expo (CIIE) in 2018, an international trade event organised and supported by China's Ministry of Commerce.

"Australian wool and manufacturing are extremely favourable amongst Chinese consumers, but they want assurances that products are genuinely Australian. Buyers at CIIE were extremely excited to see the Australian Made logo alongside our Farm2Shelf initiative, it provides them with certainty that Woolstar is an authentic product of Australia," Mr Kerr said.

Underpinned by a third-party accreditation system, the Australian Made, Australian Grown (AMAG) logo is Australia's most trusted, recognised and widely used country of origin symbol. As a registered certification trademark, the AMAG logo can only be used on products that are registered and meet the criteria set out under Australian Consumer Law and the AMAG Logo Code of Practice.

"To us and many others, Australia's manufacturing industry represents quality, integrity and trust. Having the Australian Made logo is a major part of our products, it helps us to drive sales and market our 'Australianness'. It plays a big role in purchasing decisions for both the Australian and International markets. The local market wants to support Australian Made products and the manufacturers and the growers behind them, while the international market looks for products manufactured to Australia's high production standards.

The Australian Made Campaign truly flies the flag for the Australian manufacturers, and to be part of this program is just as important to us as producing high quality products. The Australian Made Logo is an essential part of our company and the products we create.

The more consumers that support Australian Made products, the more it encourages businesses to keep manufacturing products onshore which helps to create more jobs and supports the Australian economy," Mr Kerr concluded.

For more information about Woolstar please visit <https://woolstar.com.au/>

You can find a video on the Woolstar Farm2Shelf program [here](#).

