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MEDIA RELEASE

Forty Winks partners with Australian Made to support local makers

Australian bed, mattress and bedding retailer, Forty Winks, has partnered with the Australian Made Campaign to highlight its continued support of Australian manufacturers and the products they produce.

As one of Australia's leading bedding retail specialists, Forty Winks has a long history of offering consumers an extensive range of high-quality Australian Made mattresses, bedroom furniture and top-of-bed accessories, through its expansive network of more than 100 family-owned and operated stores.

Australian Made Chief Executive, Ben Lazzaro, said, "As an Australian Made Retail Partner, Forty Winks is committed to providing its customers with a wide variety of genuine Australian products both in-store and online, while offering a valuable channel to market for Australia's furniture, mattress and bedding manufacturers. This commitment is set to be further enhanced through a strengthened partnership with the famous Australian Made logo.

Aussie manufacturers are renowned for crafting some of the finest products in the world, produced to Australia's high quality and safety standards. We applaud Forty Winks for its support of these local industries. They are investing in local jobs and businesses, which has tremendous flow-on effects for the economy and broader community."

Forty Winks Chief Executive, David Edwards, said, "Forty Winks is a proudly Australian owned and operated brand, represented in every state and territory by local family franchisees who provide employment to well over 600 Australians.

"As an iconic Australian brand, Forty Winks is passionate about supporting local manufacturers and this rekindled partnership with Australian Made will further bolster our commitment to stocking Australian made product in every store.

At Forty Winks we are serious about sleep, and are committed to helping improve the lives of every Australian through a better nights sleep. If we can do this while also better supporting Australian manufacturers then that is an even greater achievement," Edwards continued.

According to Roy Morgan research, the majority (60%) of Australians have a preference for Australia-made furniture and home furnishings, with most also preferring (57%) Australian-made mattresses, pillows, quilts and bedding.

Almost all Australians (99%) are aware of the Australian Made logo, with the vast majority (84%) associating it with supporting local jobs and employment and over half with products that are of high quality (58%) and are produced using ethical labour (57%).

More information on Australian Made products available at Forty Winks can be found at www.fortywinks.com.au.

Shoppers seeking locally made products should look for the Australian Made logo and visit Australia's biggest online directory of genuine Aussie products at www.australianmade.com.au.

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[HIGH RES IMAGE DOWNLOAD](#)

MEDIA CONTACT

Caitlin Blair, Media and Communications Officer
P: 0425 003 373
E: caitlin.blair@australianmade.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 more than 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 3000 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 Level 4, 111 Coventry Street, Southbank, VIC 3006.

Free ph: 1800 350 520

www.australianmade.com.au