

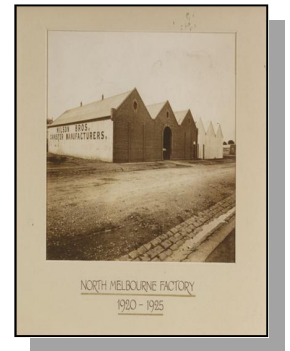
SPOTLIGHT ON LOCAL MANUFACTURING: WILLOW WARE AUSTRALIA

Willow Ware Australia (Willow) is one of Australia’s largest plastics manufacturers, best known for its coolers, laundry baskets, storage containers and refuse bins, which are available from major retailers across the country.

Currently based in the City of Hume, one of Victoria’s strongest manufacturing precincts. The company has been owned by the same family for five generations and now employs approximately 120 people.

“We provide full in-house design, marketing, sales, manufacturing, engineering, logistics and distribution competencies Australia-wide and for export from our Tullamarine facility,” Mr Wilson said.

Willow’s success can largely be attributed to the company’s corporate governance and corporate social responsibility practices. The company is proud of its ethical business culture, and is conscious of its impact on the Australian environment and community.



Willow’s manufacturing facility features a sustainable water supply, has ISO accreditation in quality, safety and environment, and more than 90 per cent of the company’s product range is certified to use the Australian Made logo.

“We are very proud to manufacture locally and hope to remain an Australian manufacturer for generations to come,” Mr Wilson said.

Willow uses the Australian Made logo to differentiate its products from competitors, which typically import.

“The Australian Made logo is a way for us to communicate that our products are made here. It is seen as a good fit for our retail customers, many of which are pushing an Australian Made approach, and end consumers see the logo is a symbol of quality assurance too,” Mr Wilson said.

Willow competes heavily against the cheaper labour countries of China, India and Central Asia, operating 24 hours, three shifts, five days per week. The success of this model ensures that its products will continue to be manufactured in Australia, which in turn ensures local reinvestment and local jobs.

To find out more about Willow visit www.willow.com.au.

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The Australian Made, Australian Grown (AMAG) logo is a registered certification trademark and 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 the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 1700 businesses are registered to use the AMAG logo, which can be found on more than 10,000 products sold here and around the world.