

BOGAARD: LOCALLY MADE AND SERVICEABLE TECHNOLOGIES LEADING THE WAY

Bogaard has been owned and operated by the Bogaard and Hill families for more than three decades. Now the Australian Made logo is helping the automotive accessory manufacturer to get its locally made products off the shelves of major wholesalers and retailers and into cars and trucks around the country, and across the globe.

Bogaard's market-leading products, like the Turbo Timer and 'HillSpeed' digital speedometer come with comprehensive warranties and readily-accessible support services, which give them an edge over imports from competitors.



The Australian Made logo helps to promote those benefits. Recognised by 98% of Australians and trusted by 88% to identify genuine Aussie products, the logo provides assurance to shoppers that what they are buying has been made in Australia, to Australia's high manufacturing standards.

The digital speedometers provide an auxiliary speed display and are GPS-based, giving a speed reading independent of the vehicle, so in many cases are more accurate than integrated systems. The turbo timers help to extend the life of a diesel vehicle's engine and turbo charger, preventing damage by delaying switch-off until the systems have completely cooled.

"The fact that we make our products in Australia is a huge selling point for our commercial buyers, because reliability and customer services are extremely important considerations to them," Bogaard Distributors Managing Director, Bruce Hill, said.

While Bogaard has supply agreements with the majority of local truck manufacturers and distributors, the product range is used in all sectors of the automotive market, and is available from more than 1200 active dealers throughout Australia.

"We use the Australian Made and Owned logo on all of our point-of-sale material and we find that that is a recognisable and sought after feature – it does help in generating sales, locally and in export markets."

Mr Hill said Bogaard would continue to manufacture in Australia for as long as we stay in business.

"Ongoing innovation in the way we make our products has allowed us to continue manufacturing in Australia over the years, and doing so is central to our product and service offering. We trade on the quality of our products and manufacturing locally enables us to monitor production and after-sales support and confidently ensure that we achieve our required standards."



Innovation in what Bogaard manufacturers has helped the organisation to remain relevant to industry and retail customers with a new line of turbo timers and digital speedometers is set to launch in 2014.

Mr Hill said the company anticipated strong growth as a result, and hoped extending its manufacturing and distribution capabilities would create new jobs in the local community.

Find out more at www.bogaard.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.