

TIME HONoured: A. H. BEARD LINKS GROWTH WITH USE OF LOGO

Bedding manufacturer A.H. Beard has had a long association with the Australian Made, Australian Grown logo. It was one of the first businesses to use the original logo launched in 1986 by then Prime Minister Bob Hawke.



At the helm of the family-owned business are brothers, Garry and Allyn Beard, who are continuing on a tradition that their great grandfather Enoch William Beard began before the turn of the century.

Allyn Beard, who also sits on the Australian Made Campaign Board of Directors, says that using the famous green-and-gold symbol has contributed to the company's continued growth – even through the recent global financial crisis.

“We know that consumers are positively influenced to purchase locally made products, and the logo adds credibility to our country-of-origin claims, so it plays a very important role in our marketing,” Mr Beard said.

The fourth generation operated firm, employs about 350 people and has facilities in Australia and New Zealand, and recently began exporting its Australian Made products to China.



A.H. Beard partnered with Chinese retailer, Shanghai Green Foreign Trade Limited, to introduce three bed collections to the Chinese market; A.H. Beard Prestige, A.H. Beard Natural and A.H. Beard Innovations.

The first of what will be a range of A.H. Beard stores in China is located in the JSWB Mall, Hongqiao (Shanghai). Former Australian Prime Minister, the Hon. John Howard OM AC, officiated at the store opening, which also included Australian Consulate representatives and local Chinese government officials. The partnership will also produce A.H. Beard beds for the GREENDREAM Bedding stores.

“Our specialised team has combined traditional craftsmanship with the latest in spring technology. Each mattress is handcrafted using the finest Australian natural materials including Elliotdale wool, Southern Highlands alpaca, Namoi cotton, Hamilton Downs merino, King Valley mohair and Sovereign cashmere. These luxurious comfort layers sit atop honeycomb nested springs and micro coils, encased in the finest Australian-made damask fabrics,” Mr Beard said.

“Our foray into China is the beginning of us taking our Australian Made products to the world, each proudly carrying the green-and-gold certification trade mark.”

A.H. Beard uses the green-and-gold Australian Made swing tags on most of its products. The company also features the logo in its retail partners' catalogues, broadsheets and trade advertisements.

“It definitely gives us an edge over imported products,” Mr Beard said.

To find out more about A.H. Beard go to www.ahbeard.com or call 1300 654 000.

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.