

BEHIND THE SCENES OF A SUCCESSFUL LOGISTICS STRATEGY: LOAD CONTAINMENT

Signode is Australia's only manufacturer of load containment products. The company has been manufacturing plastic and steel strapping in Australia for nearly a century, specialising in high-performance solutions for a wide range of industries, ranging from food and beverage to metals, brick and concrete.

Geoff Upton, Signode's National Sales and Marketing Manager, says manufacturing locally is critical for the success of the business.

"Because our products are made in Australia, they have to comply with Australia's very stringent quality and safety standards, and the Australian Made logo provides that reassurance to customers that the integrity of the product is there," Mr Upton said.

"Many businesses rely on our products to safely transport their products, to reduce the risk of damage to the products themselves, and to ensure the safety of the people working to transport them from an OH&S perspective."

"The benefits of procuring Australian Made products versus imported products, is that our customers can be sure that the product they purchase has been tested thoroughly, greatly reducing the risk of breakage and poor quality strap - you can imagine when it comes to load containment this gives our customer's great peace of mind, not only from a load containment perspective but also from an OH&S perspective.



"We are proud to say that we employ more than 100 employees across Australia, who are dedicated to making and supplying high quality products that are available when our customers need them."

Manufacturing locally allows Signode to fulfil orders much more quickly, versus the 10-12 week lead time importers require.

Mr Upton says that the business's proximity to its customer base also enables Signode to gain a much deeper understanding of their customer's needs, which informs its service offering.

"It's important to be able to back up a quality product with auxiliary equipment and a strong customer service team – we aim to offer a one-stop-shop for load containment," Mr Upton said.

"We intend to continue to provide that offering for generations to come."

Signode continues to expand into export markets, now selling its famous Australian Made products to countries all over the APAC region, including Korea, China, Japan, Singapore, Taiwan and New Zealand.

"Without a doubt the logo is revered overseas. People recognise it and they trust it," Mr Upton said.

"It is useful to buyers because they know they don't have to research any further if they see the logo on a product – it is understood that the logo can only be used if the product meets certain criteria."

To find out more visit www.itwindustrialpackaging.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.