

## HYDRUM—AUSTRALIAN QUALITY EXPORTED TO THE WORLD

Drum and materials handling expert Hydrum continues to export to new and existing markets during the strong exchange rate of the Australian dollar.

After more than 40 years of manufacturing in Australia, Hydrum's products can now be found around the globe—most recently Canada and Vietnam.

“Our two largest export markets are China and USA, with additional discerning exports markets of UK, France, Singapore, Malaysia, Thailand, Korea, New Zealand and most Asia Pacific locations. These exports account for 35% of our production,” Hydrum director, Mark Whittle says.

“Customers in these markets are looking for a very specialised solution to safely lifting and tipping drums in highly explosive applications or they have a specific process needing a customised machine to meet process requirements,” Mr Whittle says.

“They can't wait for the A\$ to be favourable as unavailability of their production could cost thousands of dollars per day. They also know or have heard that after 40 years of Australian manufacturing expertise, they are buying a global quality product, which will last for many years,” he says.

The company also manufactures a range of material handling machines under the HyLoader brand. These are either manual lift or push button electric and can be built in Mild Steel, Aluminium or Stainless Steel construction. Both brands are used across a wide industry base including Paint/Petrochemical, Food and Beverage, Pharmaceutical, Paper/Print/Photocopy, Manufacturing & Steel industries. The AMAG logo features prominently across Hydrum's supply chain, from its website to published data and on the product leaving the factory.

“Australian made, global quality is reflected in both Hydrum and HyLoader products due to high up-time, low cost of operation, innovative, simple engineering and longevity of our machines,” Mr Whittle adds. “Hydrum continues to grow as an Australian manufacturer because it can customise any of our machines or create a special design to suit a specific application. This is something that imported machines struggle to achieve.

“We value the use of the AMAG logo as it provides quick visual confirmation that you've purchased an Australian owned and manufactured product, with proven global quality. We believe these identifiers are recognised globally and customers know that the products conform to good engineering practice, synonymous with a proud Australian manufacturer.”

For more information on Hydrum, please visit [www.hydrum.com.au](http://www.hydrum.com.au) or call (02) 9756 1555



## ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.