

A REVITALISED ST ALBANS BROADENS ITS BUSINESS

St Alban's new approach to business is simple — anyone with shoulders.

It may sound an extremely broad audience to target, but when you see the products the textile manufacturer has been making over the last 60 years it makes perfect sense: mohair and alpaca scarves, rugs, blankets and knitwear.

“Typically we were talking to the 55+ female age sector, but we believe our products are so beautiful and relevant to a broader market, we’re targeting anyone with shoulders,” Richard Gough, the business’ managing director says.

The family-owned company, based in Huntingdale, Victoria, registered to use the AMAG logo in 1999. It currently uses the AMAG logo on all of its marketing material—packaging, press ads and catalogues to name a few.

“St Alban's is one of the last true manufacturing companies left in Australia. A life of craft, skill and devotion has been handed down through 3 generations here,” Gough says.

“We are passionate about our products and passionate and proud to be Australian made and owned — and want to support like minded organisations.”

“The Australian Made logo is important in a number of different ways. It shows we’re proud to be Australian made. It’s knowledge to our customers that the product is Australian made. And its a recognised brand to the international market,” Gough adds.

St Alban's is taking the current economic climate head on. While the strong Australian dollar is putting tremendous pressure on most manufacturers, St Alban's is determined to buck the trend and continue to grow, starting with a new look identity.



St Alban's range of products can be found in major retail outlets within Australia. The business exports to the Northern Hemisphere and also sells directly to shoppers via its online store. After all, the business is dedicated to keeping people “cosy” Gough concludes.

“For little ones, older ones and everyone in between, natural St Alban's Alpaca or Mohair embodies family warmth.”

To find out more about St Alban's please visit www.stalbans.com.au or call 9544 7533



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.