

## SLEEPYHEAD SPRINGS AHEAD AND CREATES 20 NEW JOBS



Capitalising on its Australianness has helped leading mattress manufacturer Sleepyhead expand its operations.

Sleepyhead is on the verge of opening its new \$35 million manufacturing and distribution facility in Melbourne. The state-of-the-art premises, seen below in an artist's impression, will house its first Australian foam plant, which is expected to be operational by November, as well as its Victorian bedding operation.

Sleepyhead General Manager Alastair McLaren says the opening of the new facility will create at least 20 new jobs.

“The development of the foam plant is the most significant we have ever undertaken in Australia,” McLaren says.

“The huge threat of imports led us to re-evaluate what we are about and what we do. We are constantly reassessing this and cross checking ourselves against import competition but we know we can make a far superior product and contribute better to the economy by staying Australian made.”

Director Craig Turner says the foam plant will use environmentally friendly foam manufacturing technology – Dream-Foam – on a “much larger scale” than its \$10 million operation in Auckland, New Zealand.

The high pressure CO2 technology used to produce the polyurethane foam eliminates the use of toxic chemicals, such as TDI and methylene chloride, resulting in the reduction of emissions.

The manufacturer has been highlighting its Australianness by using the Australian Made, Australian Grown (AMAG) logo since 2004.

“Using the Australian Made logo helps to build trust with the consumers and automatically seems to ‘qualify’ us as a respectable, serious company that consumers can have confidence in,” McLaren continues.

To find out more about Sleepyhead visit [www.sleepyhead.com.au](http://www.sleepyhead.com.au) or call 07 3902 8888

## 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.