

SUTTON TOOLS EMBRACES ITS AUSTRALIANNES

CUTTING TOOLS specialist Sutton Tools is growing from strength to strength.

The family-owned business manufactures and distributes precision cutting tools and accessories.

Director and third-generation family member Jim Sutton (pictured right) says the business' Australianness is a key selling point and since becoming an Australian Made, Australian Grown Campaign licensee three years ago, customer awareness has increased markedly.

"We have invested in the Australian Made, Australian Grown logo as a symbol of Australian quality and we are proud to have become a member of an exclusive club of Australian manufacturers," Mr Sutton says.

75 % of its 17,000 product lines are registered to carry the AMAG logo, which the business heavily promotes at every opportunity – online, in magazines and at trade shows.

"The AMAG logo is a key point of difference for us. We are the only Australian production manufacturer of cutting tools and I have no doubt consumers take more notice and place greater consideration towards this when making a purchase."

Sutton Tools has forged ahead since its establishment in 1917, when founder William Henry Sutton converted a 300 square foot stable into his first factory in Westgarth (now known as Northcote), Melbourne. It now has a strong workforce of over 400 employees across three sites in Victoria and one in New Zealand.



Mr Sutton says it's all about staying true to a few basic principles— passion, dedication and long term planning.

"Sutton Tools started small and managed to grow because we had the determination to survive and move forward when our competitors were dropping out of the market.

"Our philosophy is we treat research and development seriously. We are on an ongoing vigil to stay abreast of technology advancement and our objective is to manufacture tools that achieve higher speeds and longer life."

To find out more about Sutton Tools go to www.suttontools.com.au or phone (03) 9280 0800

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.