

## HENSELITE CONTINUES TO OUT-BOWL INTERNATIONAL COMPETITORS

WHEN it comes to lawn bowls, Henselite is out bowling its competitors—on and off the green.

The Melbourne-based company is the only Australian manufacturer of lawn bowls. It has been supplying professional and club bowlers and retailers worldwide for almost 80 years.

Amidst an ever changing market, Henselite is using the AMAG logo to actively leverage its Australianess over its two main competitors from the UK.

Managing Director, Mark Hensell, says it made sense to become a licensee.

“The AMAG logo is a sustainable competitive advantage as it can’t be copied by our competitors,” Mr Hensell says.

“A Roy Morgan Research study showed that regular bowlers, when compared with the total population, are significantly more likely to try and buy Australian made products as often as possible,” he says.

“In just three months after joining the Australian Made, Australian Grown Campaign in April 2009, the percentage of bowlers who gave Australian made as a reason for purchasing Henselite bowls increased significantly, from 36 per cent to just under 50 per cent.”

In 2008 Henselite became the first business to produce 7 million bowls. The uptake of its latest model to hit the green, Alpha, has been strongly influenced by marketing activities which focused on the fact it is made right here.

The logo helps create awareness of the company’s origins, educates new and existing customers and taps into the consumer’s desire to purchase locally made, Mr Hensell says.

“Half of the bowls we make are exported worldwide and, as an Australian company we are proud of our ability to compete as a global leader in the lawn bowls market. We are the only bowls manufacturer in Australia and it’s important for us that our customers know they are getting the best bowls, manufactured right here where the best lawn bowls is played. Being part of the Australian Made, Australian Grown Campaign helps us to achieve this.”

To find out more about Henselite go to [www.henselite.com.au](http://www.henselite.com.au) or phone 03 9488 0488



## 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.

