



The Australian Made Campaign

15 AUGUST 2017

MEDIA RELEASE

Australian Made inks deal with Conlay Press

The Australian Made Campaign has appointed Conlay Press as its preferred printer for all official Australian Made merchandise.

The not-for-profit Australian Made Campaign administers and promotes the country's iconic green-and-gold kangaroo logo, the certification trade mark for products made and grown in Australia. Thousands of Australian businesses are registered to use the logo in Australia and around the world.

Conlay Press was established in 1975, and its staff has more than 40 years of combined experience in the printing industry. This expertise, combined with the capacity to service businesses nationwide, and print on Australian Made stock, were key factors in the decision.

Conlay Press will print the Australian Made, Australian Grown logo on everything from stickers and swing tags, to posters and banners and more. Millions of these branded items are printed each year, to be featured on products certified to carry the stamp of authenticity.

As part of the deal, an online portal was created for businesses to use to order their Australian Made merchandise online. Visit <http://australianmade.conlay.com.au> to view the full range.

"We are proud to be working with the Australian Made Campaign to create merchandise for Australia's farmers and manufacturers that will help them market their products as genuinely Aussie," Conlay Press Managing Director, Aaron Storer, said.

To find out if your business is eligible to carry the Australian Made certification trade mark, and apply online, visit www.australianmade.com.au.

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ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for the full range of genuine Australian products and produce.

It has been helping Australian consumers, farmers, processors and manufacturers for thirty years.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the



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Logo goods must meet the criteria set out in Australian Consumer Law as well as the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2600 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.
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www.australianmade.com.au