



MEDIA RELEASE
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A.H. Beard Administration Highlights Growing Strain on Australian Manufacturers

Australian Made Campaign Limited has expressed deep concern following reports that iconic Australian mattress manufacturer A.H. Beard has entered voluntary administration.

Australian Made Chief Executive Ben Lazzaro said the news was a significant blow to Australia's manufacturing sector and a stark reminder of the challenges facing local producers.

"This news is incredibly sad and concerning for Australia's manufacturing sector," said Lazzaro.

"As a fifth-generation, Australian Made business with more than 125 years of history, A.H. Beard represents the very best of local craftsmanship, innovation and sustainability."

Mr Lazzaro said the development underscores the mounting pressures confronting Australian manufacturers.

"This situation highlights the growing strain on local manufacturers from rising costs and increased competition from imported goods," he said.

"It's a timely reminder of why supporting Australian Made matters - to protect local jobs, strengthen our industrial capability, and ensure iconic businesses like A.H. Beard can continue to thrive into the future."

Australian Made is urging both consumers and industry to take immediate action by prioritising locally made products.

"We're calling on Australians to back Australian Made right now," said Lazzaro.

"That means not only everyday consumers, but also the industries that purchase at scale - including accommodation providers, healthcare, commercial sectors and government, that rely on mattresses and bedding and other local manufacturing industries."

"Choosing Australian Made isn't just a purchase decision - it's an investment in our economy, our workforce, and our future."

To learn more about Australian Made, 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 more than thirty years.

The AMAG logo can only be used on products registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also requires 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 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 4500 businesses are registered to use the AMAG logo, which can be found on thousands of products sold worldwide.

Australian Made Campaign Limited is located at Level 4, 111 Coventry Street, Southbank, VIC 3006.

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