

KELLY & WINDSOR AUSTRALIA—SELLING ALPACA PRODUCTS TO THE WORLD



Kelly & Windsor Australia is known by Australian consumers for its high quality alpaca fleece bedding products made in Australia.

It was launched seven years ago with a focus on the main differentiator from its competitors: the unique use of alpaca fleece. These days Kelly & Windsor Australia's innovative chemical free bedding products, including pillows and quilts, are sold around the globe. The main marketing message used to promote these quality products is now that they are Australian Made.

"Our story used to be that our products were made from alpaca fleece. It still is, but we soon realised that the fact that our products were Australian made was actually just as important to our target markets. Using the logo enables us to leverage from the high consumer and retailer recognition of the logo. Consumers trust the logo and using it on our products gives us a certification of authenticity," explains Kelly & Windsor Australia's Managing Director Trevor Beuth.

Kelly & Windsor Australia targets three key markets; domestic consumers, tourists shopping in duty free shops and selected export markets.

"The logo works differently for us in all three target markets. Australian consumers want to buy products made in Australia and as a result, using the logo in domestic markets has worked really well. Tourists also want to buy products that they are sure are Australian. Our product is different, yet still very Australian. Using the logo also makes it easier to get shelf space in the duty free shops. Australia represents many of the same things as our products – clean, green and high quality. In international markets where consumers may not know what alpacas are, we find that using the Australian Made logo is what sets us apart from the competition."

To learn more about Kelly & Windsor, please visit www.kellyandwindsor.com

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.