

TIME HONOURED: A.H.BEARD LINKS GROWTH WITH AMAG LOGO

Bedding manufacturer and proud Australian Made, Australian Grown logo user A.H.Beard celebrates a major milestone this year – its 110th anniversary.

At the helm of the family-owned business are brothers, Chairman and Managing Director Garry Beard (pictured right) and Sales and Marketing Director Allyn Beard (pictured left). They are continuing on a tradition their great grandfather Enoch William Beard begun before the turn of the century.

Allyn Beard says using the famous green and gold symbol has contributed to the company's continued growth – even through the recent global financial crisis.

“The Australian Made logo is very important to our company as we know that it adds credibility to our products and that consumers are influenced positively to purchase a locally made product,” Mr Beard, who also sits on the AMAG Board of Directors, says.

“It definitely gives us an edge over imported products, however, due to the success we have enjoyed by promoting the Australian Made logo, almost 90 per cent of the mattress manufacturers in Australia have also followed suit and joined the campaign.”

The fourth generation operated firm, which employs about 350 people and has facilities in Australia and New Zealand, has now expanded its operations into India. It expects to make its six millionth mattress in the next 18 months and further ahead it plans to license some of its brands and products to other bedding companies throughout the world.

“We currently have no intentions of floating, and we are more in an acquisition mode than a divestment mode” Mr Beard says. “The hope is that siblings from the fifth generation are interested in carrying on the family business,” he says, pointing out that his nephew, Matthew, is undertaking a cadetship in the Sydney factory.

The manufacturer has had a long association with the Australian Made, Australian Grown logo. It was one of the first businesses to use the original logo launched in 1986 by then Prime Minister Bob Hawke. It now uses swing tags on more than 85 per cent of its products. It also features the logo in its retail partner's catalogues and broadsheets and trade advertisements, resulting in a “significant increase” in the number of positive comments submitted by shoppers.

To find out more about A.H.Beard go to www.ahbeard.com or call 1300 654 000



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.