



CHAMPION COMPRESSORS LANDS MAJOR EXPORT DEAL

LEADING air compressor manufacturer, Champion Compressors, has used its Australianness to help secure a landmark export deal.

The Melbourne-based manufacturer will supply a major gas field in Southern Pakistan with compressed-air and instrument-air/nitrogen-generation packages valued at about \$1 million.

Executive Manager for Sales, Service and Marketing, Mark Ferguson, says the company’s reputation for reliability and expert engineering played a significant role in securing the project.

“Champion’s compressors are designed and engineered in Australia to deliver the superior reliability and performance required for continuous operation in a harsh climate like ours, and in this instance, Pakistan, where hot, humid and dusty conditions are often experienced,” Mr Ferguson says.

Champion Compressors, recently inducted into the Victorian Manufacturing Hall of Fame, has heavily promoted the fact it manufactures locally over the last three years by branding its products and marketing material with the Australian Made, Australian Grown logo.

“It’s a great point of differentiation in the market and it gives us a way of substantiating our local manufacture claim,” Mr Ferguson says.

“It would have certainly meant we have won sales we would not have won otherwise. This would be the case with competitive tenders and contracts whereby we are able to demonstrate local content, local components and local design knowhow,” Mr Ferguson says.

To find out more about Champion Compressors visit www.championcompressors.com.au or call 1300 242 674



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.