



FOX'S FURNITURE FINDS POWER IN AMAG LOGO

The Australian Made, Australian Grown logo is a vital marketing tool for furniture and gifts manufacturer and retailer, Fox's Furniture and Woodwork Gallery.

The regional business secured the highly sort after contract to supply furniture for the six-star Emirates Wolgan Valley Resort & Spa, winner of the Conservation Award at the 2010 World Travel & Tourism Council's (WTTC) Global Summit.

Owners, Paul and Catherine Fox, supplied 36 console tables along with dining tables, glass pieces, games and a humidor for the establishment's bar. Paul says securing the contract "was quite a coup".

"Australian native timbers are our speciality and during the design process we sent the designers a choice of five timbers and five designs," Paul says.

"They selected Blackheart Sassafras for the unique signature consoles that are the first item the visitor sees upon entering their private villa. The owner hadintended sourcing furniture from overseas, but when he saw the magnificent completed prototype villa he was instantly impressed and decided that all the furnishings should be made in Australia."



Paul Fox with a Blackheart Sassafras console

The Foxes began using the AMAG logo shortly after they opened their gallery in Bathurst, Central Western NSW, in 2004. Their range includes custom furniture, turned timber, sculpture and other artisan woodwork, studio glass and handmade glass jewellery. The AMAG logo is used in all of their promotions and advertising, including online, print, TV and radio.



A wombat carved out of red cedar by Robert Fry

"We've found that we are making and selling furniture and gifts to a growing number of Australians and international travellers wanting to guarantee a product is made in Australia and who are willing to pay slightly more for a quality Australian made item," Catherine adds.

"Using the logo is our point of differentiation from other similar gift and furniture businesses. It helps us stand out from the import stores and on the basis of this logo we offer reliability and quality. This is well understood by our customers and they look for it.

"We believe the AMAG logo is an internationally recognised logo that carries greater weight than the Australian flag."

To find out more about Fox's Furniture and Woodwork Gallery go to www.foxfurnituregallery.com.au or call 02 6331 8699.

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.