



AUGUST 2015  
CASE STUDY

## From concept to creation: Australian Made and efficacious complementary medicine

Australia has one of the most rigorous health authorities in the world, which is one of the reasons why Australian-made vitamins, minerals and supplements are so highly sought-after.

Vitex Pharmaceuticals (Vitex), a leading contract manufacturer of Australian-made therapeutic goods, recognised that as a key selling point over a decade ago, and started using the Australian Made logo to help set its products apart.

Vitex was already operating in strict compliance with the Australian Therapeutic Goods Administration and Australian Standards of Pharmaceutical Good Manufacturing Practices, but wanted to underpin and showcase these stringent and high quality conditions by using the Australian Made logo.



"The reputation of our industry is already very strong but the Australian Made logo is one of our key selling points as a contract manufacturer," Vitex Head of Finance and Procurement, Lucie Chami said.

Vitex didn't always manufacture in Australia, but it has always exported Australian-made goods.



"My father started our company 23 years ago as an exporter, buying from a manufacturer here in Sydney and selling products overseas under his own brand," Ms Chami explained.

"Over the last few years, we decided to venture into the manufacturing industry ourselves, and after a lot of hard work, we have built the business up to become one of Australia's leading contract manufacturers of health supplements."

"Our growth has been exponential and we would not be as successful if it weren't for our positioning as an Australian manufacturer and association with the Australian Made logo," Ms Chami said.

"A number of the products we make carry the Australian Made logo at the request of our clients."

"The logo itself provides instant brand recognition here in Australia as well as overseas – many of our overseas clients work with us because we are certified to offer the Australian Made logo on their products," Ms Chami said.



"We have seen major transformations in the industry since marketing products in 1989, but customer preference for Australian-made products has remained an unwavering constant."

"In fact, we've seen a growing movement driven by the health conscious towards buying locally made products underpinned by the high level of trust and authority Australian-made products garner," Ms Chami said.

"We champion Australian manufacturing in all forms and urge everyone to stay in pursuit of the highest standards of quality – without this our industries would not survive nor would our reputation be as strong."



Vitex offers a range of comprehensive and innovative solutions, from concept development through to regulatory compliance, quality assurance, manufacturing, packaging and distribution for local and international brands. To find out more about Vitex, visit [www.vitexpharma.com](http://www.vitexpharma.com).

#### **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.

The AMAG logo supports growers, processors and manufacturers in Australia by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping; it has been doing this since its introduction by the federal Government in 1986.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require 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 the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2000 businesses are registered to use the AMAG logo, which can be found on some 15,000 products sold here and around the world. Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

[www.australianmade.com.au](http://www.australianmade.com.au)

#### **ABOUT VITEX PHARMACEUTICALS**

Vitex Pharmaceuticals is a leader and innovator in the manufacturing and packaging of Australian-made, high quality and efficacious therapeutic goods. As a global contract manufacturer, we provide comprehensive and innovative solutions including concept development, regulatory compliance, quality assurance, manufacturing, packaging and distribution for local and international brands.

As a wholly-owned Australian made company, we are proud of our entrepreneurial spirit and steadfast growth over the years to attain a leading position in key international markets. Our vision was, is and will continue to be predicated on a legacy of quality. Having built a reputation for excellence in quality, operational reliability, and integrity and innovation of products and services, Vitex is well positioned to deliver meaningful and sustainable long-term value for our partners around the world.

[www.vitexpharma.com](http://www.vitexpharma.com)