



JULY 25 2017

## **MEDIA RELEASE**

### **Australian-made furniture gets a boost with Berkowitz**

Premium furniture retailer Berkowitz has joined the Australian Made Campaign as a Retail Partner, to help promote the benefits of Australian-made furniture to shoppers.

Fourth generation Berkowitz Managing Director, Peter Berkowitz, said the company had been manufacturing furniture in Australia for more than 100 years, and retailing some of the country's best-loved Australian-made brands for almost as long.

"We want to be able to continue to offer our customers locally made alternatives for decades to come, but if the industry is going to survive it needs our support," Mr Berkowitz said.

"From next month the Australian Made logo will become central to store and marketing branding as Berkowitz encourages shoppers to buy local when making their next furniture purchase."

"Product quality, ease of customisation and shorter lead times for delivery are just a few of the benefits of buying Australian-made," Mr Berkowitz said.

"Berkowitz is proud to continue its ongoing work to promote locally made furniture and furnishings to shoppers via the highly recognised and trusted kangaroo logo."

Australian Made Campaign Chief Executive, Ian Harrison, said Retail Partners play a crucial role in providing Australian-made options for consumers, and educating them on the benefits.

"The Australian Made Campaign will work with Berkowitz to remind shoppers there is a great range of Australian-made furniture and furnishings available to them - they just need to look for the logo," Mr Harrison said.

Visit [www.berkowitz.com.au](http://www.berkowitz.com.au) to view the product range and find out more.

## **BREAKOUT QUOTE**

*"One of the reasons we love working with Australian manufacturers is because we can so easily tailor their products for our customers. Almost everything, from the length and width of an item, to the type of timber used and the fabric it is covered with, is flexible when you buy Australian-made." – Peter Berkowitz*

## **BREAKOUT BOX**



## The Australian Made Campaign

Berkowitz stocks Australian-made furniture and furnishings from brands such as Molmic, Tessa Furniture and Warwick Fabrics



[Download images here](#)

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### NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ian Harrison, is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

### MEDIA CONTACT

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### 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.

It has been helping Australian consumers, farmers, processors and manufacturers for thirty years. It does this 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.



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 2600 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

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