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CASE STUDY

Australian Made quality that goes the distance

Camping is one of Australia's favourite pastimes, and Trayon Campers has been helping Aussies make memories around Australia for almost 25 years. The organisation prides itself on understanding exactly what it takes to explore the roughest of landscapes with a camper and uses only high quality Australian materials and experienced local staff to build to those requirements, right here in Australia.



Trayon started using the Australian Made logo to help convey that story to its customers, and instil trust and credibility in the Trayon brand for first-time buyers.

“Australian products are subject to high standards for build quality, safety and product testing – higher than many other countries around the world,” explains Trayon Campers’ Manager, Vernon van der Walt.

“The Australian Made logo provides added assurance that products meet those standards, because they need to be certified to be able to carry it.”

“Furthermore, when it comes to a high-risk product like a camper which you really need to be able to rely on when you’re far away from home, the security that comes from knowing the product is Australian Made, to last, offers great peace of mind,” Mr Van der Walt said.

Comparing the warranties provided by domestic suppliers against their international competitors, Mr Van der Walt says Australian manufacturers have the advantage, because importers simply cannot match the ease of access to support and product services.

“Trayon has contacts for help based all over the country, and when you’re deep in the Outback, being able to rest easy in that knowledge is extremely valuable.”

Mr Van der Walt said Trayon was also proud to provide the local community with employment opportunities, and help retain and develop the specialised skills required to make a camper in Australia, and said the Australian Made logo helped showcase that side of the business too.

“If you buy one Trayon slide-on camper, you are helping to employ around 190 Australian workers, for different amounts of time, over a two and a half month period,” Mr Van der Walt said.

“By retaining these jobs, we are fostering a strong and unique Australian skill base and contributing to a successful, robust economy.”



“The benefits Australian Made campers offer go beyond high quality you can trust and local support you can count on – local job creation, skill retention and economic prosperity do good for the whole community.”

For more information visit <http://www.trayon.com/>

Breakdown of the jobs created through the purchase of a single Australian Made Trayon camper:

| Employment Type | Number of Jobs |
|--|----------------|
| Trayon factory employees | 11 |
| Trayon sales team employees ¹ (agents and resellers) | 16 |
| Subcontractors ² employed by Trayon for specialized tasks | 5 |
| Employees in other Australian companies ² involved in Trayon specific manufacturing | 94 |
| Secondary supplier companies ³ | 64 |
| TOTAL | 190 |

Table Footnotes:

1. Trayon employees are employed on a full time basis, solely dedicated to building and managing the sales of Trayon campers.
2. ‘Non-Trayon’ employees are employed anywhere from two days to three weeks, fulfilling Trayon-specific component orders which occur every two months (i.e. every batch of campers).
3. ‘Secondary supplier companies refers to entire companies with unknown staff numbers. Although some of them are not Australian companies they still employ Australians (i.e. sales reps and branch staff). To account for this, we have allocated each of the 64 companies ‘one employee count’ in the job list column, resulting in at least 64 additional jobs.