



The Australian Made Campaign

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MEDIA RELEASE

***frank green* is on the hunt for Australian stainless-steel manufacturers**

Ben Young, *frank green* Chief Executive Officer, is calling out to Aussie manufacturers to help them create their famous stainless-steel reusable cups in Australia.

frank green, an Australian Made licensee, currently produces all of their plastic reusable cup products in Australia through a local manufacturer. They are seeking to replicate this for their stainless-steel range.

“Our consumers demand has shown vacuum insulated stainless-steel products are the future with many superior qualities over glass alternatives, they are safe and don’t break, retain heat (or cold) for hours and they are not hot to touch. We want an Australian company to manufacture our best-selling stainless-steel product range here in Australia, because we believe manufacturing in Australia allows us to not only produce superior quality products, but also become more competitive, adaptive and responsive to the marketplace.



Much of our success is attributed to manufacturing locally. When we come up with a product or idea, we are able to run to market very quickly and meet our consumers’ needs, we have become obsessed with becoming consumer centric. The product quality in Australia is also amazing, and if on the rare occasion there are any issues, we don’t have to ship our stock and wait before we can establish problems, it’s always something that we can fix very quickly.

Our current manufacturer, who produces our plastic reusable cups, bottles and components is constantly reinventing themselves when it comes to delivering our clever, clean technology, they are always engineering our products to the highest standards.

As a company, we need to stay focused on innovation, marketing and sales and that’s the reason we need an amazing local manufacturer to help us create our stainless-steel products. We want them to give us the quality and speed of service that we are used to from our plastic product manufacturer in Australia.”



Ben Lazzaro, Australian Made Campaign Chief Executive said it was great to see *frank green*, an Australian Made licensee, wanting to commit to manufacturing in Australia for the long term.

“Manufacturing in Australia creates jobs, supports economic development and promotes prosperity in our communities, all of which have a positive flow-on effect for all Australians.

We encourage more companies to follow in *frank green*’s footsteps and actively seek out opportunities to bring their manufacturing to Australia. After all, we know discerning consumers seek out high-quality Australian products in the market place,” Mr Lazzaro said.

In January, [Roy Morgan released research](#) that found 90% of Australians are more likely to buy Australian-made products than those made overseas.

Australian Made is putting the call out to help *frank green* find an Australian manufacturing partner for their stainless-steel reusable cup products.

For more information on how to work with *frank green*, please contact on them on hello@frankgreen.com.au.

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NOTE TO MEDIA

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

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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 more than thirty years.

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 Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2700 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

Australian Made Campaign Limited is located at Level 4, 111 Coventry Street, Southbank, VIC 3006.
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