

MIG INTERNATIONAL CRACKS CHINESE MARKET

Quilt manufacturer MIG International recently permeated the Chinese marketplace with the help of the Australian Made, Australian Grown (AMAG) logo.

The Melbourne-based business manufactures sheep wool, alpaca wool and polyester quilts, under blankets and under quilts. In the past it has exported to Korea, Japan, UK, Russia, Hong Kong, Singapore and Taiwan.

“The AMAG logo is of the utmost importance to our company, for local sales, and especially, for export sales,” Company Director Dominic Romano said.

“The logo is quickly becoming a global icon for Australian-made and Australian-grown products, and also for quality, trust, integrity and pride. These characteristics are particularly relevant for export sales.”

“Breaking into the Chinese market was tough, but being certified to use the Australian Made, Australian Grown logo – projecting the Australian Made values – clinched the deal.”

The AMAG logo features prominently on product packaging, on the company’s website and across a variety of advertising mediums. Visitors to the factory outlet will also see the famous green-and-gold logo flying high.

“Our direct factory outlet gives us the ability to talk directly to consumers, and in the past few years they have been crying out for Australian-made. Australian consumer awareness of country-of-origin has been underestimated for years by retailers under the impression that consumers will put up with cheap inferior imports. This is certainly not the case and consumers are now demanding value and quality for their hard-earned money,” Mr Romano says.

“Consumers will pay a little extra for good quality products, and this is where the logo comes into play. Sophisticated Asian consumers now demand high quality products and value for money too, which is why we are using the logo extensively on the products we export to China.”

To find out more about MIG International, visit www.miginter.com.au or call (03) 9532 2977.



ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The Australian Made, Australian Grown (AMAG) logo is a registered certification trademark and 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 1700 businesses are registered to use the AMAG logo, which can be found on more than 10,000 products sold here and around the world.