

EVOLVING AUSTRALIAN MANUFACTURING: MULTICAM CELEBRATES 30 YEARS

CNC routing machine manufacturers are a dying breed, but Multicam will celebrate its 30th anniversary in 2014, and proudly promotes the Australian Made logo on its products to this day.

The company has approximately 3000 CNC routing machines in the Australian marketplace, custom-designed for cutting timber, plastics, metals and fabrics, in industries ranging from cabinet makers to boat manufacturers.



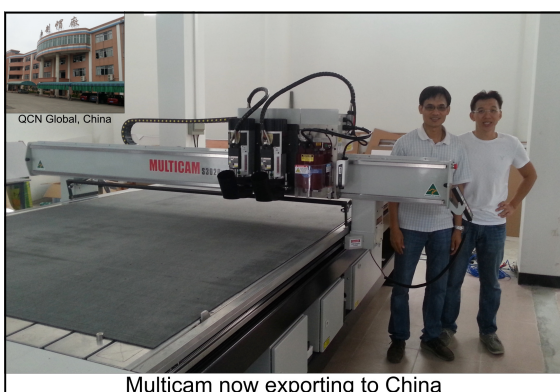
Multicam exporting worldwide

Multicam credits its success to quality, well-priced products, and the infrastructure it has in place throughout Australia.

“Our point of difference is that we are locally made and locally serviced,” Multicam Founder and Managing Director, Kevin Gordon, said.

“We manufacture our machines in Newcastle, New South Wales, to strict quality and safety standards. The machines are made in different sizes, with different add-ons, for businesses of all sizes. We offer on-site servicing every 3-6 months, and ongoing training and support. We’re also continuously innovating – all of our machines operate under a wireless control system so the software can be updated remotely, and even old machines can be upgraded to remain competitive.”

Multicam proudly displays the Australian Made logo on all of its products, and it has been integrated into all of the company’s marketing campaigns and initiatives. The logo is promoted on Multicam’s website, business cards, promotional materials and uniforms, and Mr Gordon says that it plays a key role in making buyers aware of Multicam’s products.



Multicam now exporting to China

“The logo is certainly part of the decision making process. It gets us on the shopping list. From there, we stack up price-wise and quality-wise, which seals the deal. We’re extremely proud of our certification and we promote it heavily because we believe in it,” Mr Gordon said.

“It’s readily recognisable, it stands out, and while there are imitations out there, they don’t have the rules and regulations behind them.”

Multicam uses the logo in Australia as well as in export markets, due to increasing demand for Australian Made products.

“We’re selling more products overseas these days, because overseas companies are beginning to realise we make better quality machinery here.”

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.