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AMAG SHINES SPOTLIGHT ON FURNITURE AND BEDDING PRODUCTS

THE spotlight is shining brightly on Australian made furniture and bedding products and the workers behind them thanks to a new TV commercial commissioned by the not-for-profit Australian Made, Australian Grown (AMAG) Campaign.

The commercial takes viewers behind the scenes of some of Australia's leading manufacturers and how they craft their innovative products, encouraging consumers to buy locally made items - from mattresses to dining suites - because of their high level of craftsmanship and uniqueness.

The ad was produced by AMAG's media arm, Australian Made Media (AMM) and filmed on location across three factories in Melbourne. It will screen from early January.

"Shoppers have a strong preference for Australian made products, especially when it comes to furniture and bedding products because they are of exceptional design and are made to Australia's high standards. But consumers tell us that sometimes it can be difficult to readily identify these goods," AMAG Chief Executive Ian Harrison says.

"This is where the AMAG logo and the new TVC are so valuable. The unique, branded format of the Australian Made Media (AMM) infomercial hooks into both the rational and emotional features of the products.

"It focuses on the craftsmanship that goes into the manufacturing of these products and, of course, the talented, hardworking people behind them. It shows that buying locally made furniture and bedding products is a smart purchase decision and good for the Australian community."

INTERVIEW OPPORTUNITY

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About Australian Made, Australian Grown: AMAG is a not-for-profit organisation that raises awareness of genuine Australian goods carrying the green and gold Australian country of origin logo. The AMAG is the most trusted and recognised country of origin symbol for Australia and can now be found on more than 10,000 products sold here and around the world. www.australianmade.com.au