

## KELLY & WINDSOR AUSTRALIA — SELLING ALPACA PRODUCTS TO THE WORLD

Kelly & Windsor Australia is known by Australian consumers for its high quality alpaca fleece bedding products made in Australia.

It was launched with a focus on the main differentiator from its competitors: the unique use of alpaca fleece. These days Kelly & Windsor Australia's innovative chemical-free bedding products, including pillows and quilts, are sold around the globe. The main marketing message used to promote these quality products is now that they are Australian Made.

"Our story used to be that our products were made from alpaca fleece. It still is, but we soon realised that the fact that our products were Australian Made was actually just as important to our target markets," Kelly & Windsor Australia's Managing Director, Trevor Beuth, said.



"Australia has a 'clean, green and high quality' reputation, and that represents our products. The Australian Made logo is readily recognised and trusted by consumers and retailers to identify genuine Aussie products, so using it on our products gives us a certification of authenticity," Mr Beuth explained.

Kelly & Windsor Australia targets three key audiences; domestic consumers, tourists shopping in duty free shops and selected export markets.

"Australian consumers want to buy locally made products, and tourists want to buy products from the country they are visiting, so using the logo in domestic market has worked really well. In international markets where consumers may not know what alpacas are, we find that using the Australian Made logo is what sets us apart from the competition," Mr Beuth said.

To learn more about Kelly & Windsor visit [www.kellyandwindsor.com](http://www.kellyandwindsor.com)

### 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 2000 businesses are registered to use the AMAG logo, which can be found on more than 15,000 products sold here and around the world.