



LEADING THE WAY: BRAILLE TACTILE SIGNS (AUST) LANDS MAJOR CONTRACT

Australianness has landed a Melbourne manufacturer one of the country's largest Braille and Tactile projects.

Proud registered user of the Australian Made, Australian Grown logo Braille Tactile Signs (Aust) has nearly completed Disability Discrimination Act-compliant identification signs for more than 20,000 bus stops across Melbourne and regional Victoria.

Public transport operator Metlink awarded the contract to BTS (Aust) because it was a local manufacturer, BTS (Aust) account manager Claudia Gatt says.

"As far as we are aware this is currently the largest Braille and Tactile project in Australia," Ms Gatt says.

"The value for vision impaired passengers is immense. It will make services accessible to those who have not been able to use them before and we are proud that our product has been chosen to deliver these benefits."

The signs will present the bus stop number and Metlink call centre phone number. Now people with a vision impairment will be able to find out what services depart from the stop and scheduled arrival times.

The family business which specialises in accessible and way-finding signage has been an AMAG licensee since it started in 2002. Being able to display the famous green and gold symbol is an integral part of the business.

"One of our main competitors is an imported product, so we have been pushing that we are a locally manufactured product since day one," Ms Gatt says.

"We are very proud to be part of the Australian Made Campaign. It really sets us apart from our competitors. Australian Made products are known for their quality and we feel that being a part of the campaign reflects our personal quality standards."

To find out more about BTS (Aust) and its range of accessible and way-finding signage, please visit www.brailletactilesigns.com.au or call 1800 787 287



ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.