

MIG INTERNATIONAL CRACKS CHINESE MARKET

AFTER almost four years of knocking on doors, Quilt manufacturer MIG International has permeated the Chinese marketplace with the help of the AMAG logo and its key messages.

“The AMAG logo is of the utmost importance to our company, both for local sales, and especially, for export sales,” Company Director Dominic Romano (pictured left with export client Cathy Xiuyan and Director, Joseph Goldenbrut) says.

“The logo is quickly becoming a true icon that doesn’t just represent Australian made or grown, but also quality, trust, integrity and pride. These qualities are particularly relevant to export sales,” Mr Romano says.

“Having been in textile manufacturing for the past 33 years, selling wool quilts to China is the same as selling pasta to Italy or coal to Newcastle. In fact, it is literally like selling ice to the Eskimos, but having the Australian Made, Australian Grown logo, and more importantly, how it has been marketed in recent years, clinched the deal.”

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 features prominently on the products’ packaging, the company’s website and across different advertising mediums. Visitors to the factory outlet will also see the famous green and gold symbol flying high.



“Having a direct factory outlet gives us the ability to talk directly to consumers and in the past two years they have been crying out for Australian made. The intelligence of the Australian consumer has been underestimated for years by retailers thinking that the consumer will put up with cheap inferior imports. This is certainly not the case and the consumer is now demanding valued and quality for their hard earned money,” Mr Romano says.

“The Australian consumer will pay a little extra for quality and this is where the logo comes into play. Even the Chinese consumer wants quality and value for money and hence why we are now exporting to China with the logo.”

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 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.