

ECO ORGANICS ENLISTS AMAG LOGO TO GROW BUSINESS

RE-BRANDING as Australian has been the perfect value-add for environmental business, Eco organics.

The SME specialises in natural methods of food and pet waste recycling, organic fertilisers, soil conditioners, and odour control.

When Managing Director Andre Coia took over about 12 months ago, he saw it as the perfect opportunity to grow the business nationally and internationally.

Mr Coia says he reviewed a number of logos and affiliations that would give the business a competitive advantage.

“We were looking for something that could reflect the trust and quality of our products and identify Eco organics as an Australian company. And we found it.”

Eco organics registered to use the AMAG logo in December 2009 and consequently branded four of its six products with the famous green and gold symbol.

The rapidly growing company manufactures large volumes of product at its plant and distribution centre in Melbourne. As well as having 150 stockists Australia-wide, it is developing markets in Asia and the US and looking to extend its presence into the Middle East and Europe.

“Increasing product recognition, the quality and rapid availability of our products and the provision of excellent customer service have laid the foundations for our company to expand nationally and internationally,” Mr Coia says.

Eco organics envisages the future will include partnering local governments and large commercial entities in order to prevent food waste ending up in landfill.

“We’re on the cusp of breaking out into the real commercial market and we see the AMAG logo as the perfect adjunct for this. The AMAG logo is a real value-add for Eco organics.

“The next step will be putting the logo on all our documentation as we see it as a real opportunity to market our alignment with the AMAG further. Working together is a smarter way.”

To find out more about Eco organics visit www.eco-organics.com.au or freecall 1800 035 007.



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.