



# GEOFABRICS AUSTRALASIA JOINS THE AUSTRALIAN MADE CAMPAIGN

Tuesday 7<sup>th</sup> December 2021

MELBOURNE, 7<sup>th</sup> December 2021 - Leading geosynthetic manufacturer and supplier, Geofabrics Australasia Pty Ltd will now feature the iconic Australian Made kangaroo logo on key products, Megaflo® Green Panel Drains, Elcorock® Geotextile Containers and Filterwrap® Non-Woven Geotextiles.

Since 1986, Australian Made has become a trusted brand of local content with just about every Australian (99%) recognising the green and gold Australian made logo – according to consumer research from Roy Morgan.

This research also found that 97% of Australians associate the Australian Made logo with the support of local jobs and employment opportunities, 95% with safe and high-quality products, 89% with the use of ethical labour and 78% with sustainability - values that align strongly with Geofabrics as local content, sustainability and creating local jobs are key pillars driving the business forward.

Geofabrics CEO & Managing Director Dennis Grech comments, “We are very proud of our history in Australian manufacturing that dates to the mid 1980’s. Manufacturing in Australia is not just about making products - it is about local innovation and R&D, building a supply chain of local suppliers and finding applications for material that can be re-used or recycled to lighten our footprint on the environment.

We support local suppliers and employ people from regional communities across our five Australian manufacturing facilities. We are truly proud to supply products to local and international customers, providing jobs to thousands of people in not only our business, but also our partners and suppliers.

Australian Made and Geofabrics share the same aspiration in building a resilient and efficient local manufacturing community – local content and local jobs are the essence of what we do.”

**Dennis Grech, Geofabrics CEO & Managing Director**



Geofabrics is a shining example of Australian innovation,” said Australian Made Chief Executive, Ben Lazzaro. “Through its locally made geosynthetic products, Geofabrics is literally helping to build Australia, strengthen the economy and create local jobs. The iconic Australian Made logo will further enable Geofabrics to promote its Aussie credentials both nationally and internationally.

**Ben Lazzaro, Australian Made CEO**

**It’s never been  
more important to  
Buy  
Australian  
than right now**

**Find our products**



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