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Media Release

Boral receives mark of Aussie authenticity, with 17 products now carrying Australian Made, Australian Grown logo

For immediate release, 22 May 2024, Sydney: Australia's largest vertically-integrated construction materials company [Boral Limited \("Boral"\)](#) has received the true mark of Australian authenticity, becoming an Australian Made Licensee, with 17 of its packaged and dry mix products receiving approval to carry the **Australian Made, Australian Grown (AMAG)** logo.

Specifically, the range of Boral cement, mortar and render products joins its existing Australian Made licensed Asphalt products and will now carry the Australian Made logo, which requires a product to undergo its last substantial transformation in being processed in Australia.

According to research, 91 per cent of Australians want to see more Australian Made products,¹ and 84 per cent of businesses buy Australian-made goods wherever possible.²

The Australian Made logo is administered by not-for-profit **Australian Made Campaign Limited (AMCL)** and is underpinned by a rigorous accreditation system to ensure products are genuinely Australian. Boral joins more than 4,500 licensees who have tens of thousands of Australian Made products registered with AMCL to use the iconic green and gold logo.

The mark of approval will provide Boral customers confidence that what they are buying is authentic, premium-quality and meets the requirements of the demanding Australian standards. The trusted symbol of Australia's high standards will set Boral apart from other market players operating in Australia.

Boral CEO and Managing Director Vik Bansal said: "For more than 75 years, Boral has been a proud Australian-owned company building great things in our country and employing local Australians to help us do so. Becoming a licensed Australian Made company and carrying the Australian Made and Owned logo, one of Australia's most trusted and recognised symbols, was a natural progression for us.

"We have seen the strong demand and shift back to supporting Australian brands and products over the last few years. Receiving this mark of approval provides our customers added confidence that they are receiving a premium, genuinely Australian product that meets our country's highest standards.

"You can expect to see updates to our product packaging on the shelves in the weeks and months ahead."

¹ Australian Made, 2024, <https://australianmade.com.au/media/4urlt31u/2024-roy-morgan-research-amw.pdf>

² Australian Made, 2023, <https://australianmade.com.au/media/l4udxa3o/roy-morgan-b2b-research-2023.pdf>



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Australian Made Chief Executive Ben Lazzaro said: “It’s great to see Boral become an Australian Made licensee. Aussie products are made to some of the highest standards in the world, and are trusted and known for their safety and quality. Research shows that nearly nine out of 10 Australians are more likely to buy a product if they knew it was Australian Made. When you buy Australian Made products, you are helping to employ thousands of Australians across all areas of the supply chain, strengthen local industries and support local communities.”

Boral’s announcement coincides with Australian Made Week on 20-26 May. Now in its fourth year, Australian Made Week is an annual campaign that celebrates local manufacturers, and encourage shoppers to purchase Australian Made products.

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For media enquiries, please contact:

Macrina Lim, FTI Consulting

0430 547 751

macrina.lim@fticonsulting.com

About Boral

Boral is the largest vertically-integrated construction materials company in Australia.

Our network includes prized quarry and cement infrastructure, bitumen, construction materials recycling, asphalt and concrete batching operations.

We employ about 7,500 employees and contractors across our operations that span more than 360 sites nation-wide.

For more than 75 years we’ve been building something great in Australia - rarely a day goes by that you wouldn’t pass one of our sites or trucks, enter a building, use a road, bridge, tunnel, footpath or other critical infrastructure that our people and products have helped enable.