

GYM EQUIPMENT MANUFACTURER, ALPHAFIT OBTAINS AUSTRALIAN MADE CERTIFICATION

AlphaFit has acquired Australian Made certification for their steel gym equipment consisting of rigs, cages, equipment storage, specialty strength equipment, weightlifting accessories and body weight and gymnastics equipment.

On account of the Coronavirus pandemic, Australian manufactured gym equipment is in more demand than ever before, as Australians actively seek to support locally made. It's a welcome trend following the government restrictions which has led to Australians to search for Australian made fitness equipment while gyms and training facilities remained temporarily closed.

The support for Australian made products is reinforced by new research from Roy Morgan following the COVID-19 pandemic, which revealed more than half of Australians (52%) say they now have an even higher preference for Australian-made products.

'Made in Australia' has always been important to AlphaFit's brand since its establishment in 2012 by Jamie Montesalvo and Bobby Montesalvo.

"Our ethos has always been to manufacture equipment in Australia that is functional, intuitive, built to last," said Jamie.

"We're always looking to become more self-sufficient by bringing more capabilities in house and sourcing local Australian suppliers to help control quality and lead time," he said.

The renewed interest in Australian-made has led Australians to check the labelling with 43 per cent of Australians admitting to checking the country of origin on products, according to Roy Morgan research.

"We've been manufacturing Australian made equipment from the very beginning. But we realised it wasn't enough to say Australian made, we had to prove it."

"With the Australian made logo on display on AlphaFit equipment, our customers will confidently know that our products are Australian made and quality-driven."

The 'Australian Made' certification demonstrates AlphaFit's continued commitment and reinvestment to local manufacturing, local jobs and the Australian economy.

If you would like more information about this topic, please contact Lindsay Howard, Marketing Manager, on 07 5574 4975, or email lindsay@alphafit.com.au

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