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New Made in Britain Campaign launches to promote manufacturing in the UK

A new, member-funded organisation has launched to promote and support manufacturing in the UK. The non-profit organisation will be run by a committee of Directors from UK-based manufacturers as well as leaders of other groups which support British trade and industry. Central to the campaign is the development of a new marque which companies can apply to use to highlight the provenance of their UK-made products.

The new logo, commissioned by the Made in Britain Campaign Directors, has been created by design and branding agency The Partners. Taking inspiration from the Union Flag, the new marque works as a directional device as well as a logo in its own right and has been designed to work across a range of media, materials and sizes to ensure it can be used by manufacturers of a wide range of products. It has also been designed to be localised by county or region.

The organisation galvanises efforts from other pro-UK industry groups including Make it British and Best of Britannia. James Bradshaw, who along with his family has been consuming only British products for the past year, is also acting as a Director on the committee alongside Amanda Nelson from The Artisan Spa, Cressida Granger from Mathmos, Denver Hewlett, CEO of Stoves and Adrian Walker from Deltec Precision Audio. The campaign builds on the success of a previous Made in Britain campaign headed by British cooker manufacturer Stoves.

Manufacturers who would like to use the new marque can apply at the Made in Britain Campaign website. Applicants will go through a verification process to confirm that their products are made in the UK and then will pay a small membership fee to be able to use the marque.

Kate Hills, Director of Made in Britain Campaign and founder of Make it British, a website dedicated to promoting products made in the UK, said: "We are delighted to launch the Made In Britain Campaign and hope that we can help support British industry both in the UK and overseas.

"This new campaign galvanises fantastic efforts of other pro-UK manufacturing organisations as well as companies who have championed their UK credentials in a wide range of industries.



“You only have to look at some of the fantastic products made by companies represented on our board - from cookers to speakers to spa products to lava lamps – that British design and manufacturing is relevant and desirable both at home and abroad.”

The Directors of the Made In Britain Campaign are:

- Kate Hills (Make it British)
- Antony Wallis (Best Of Britannia)
- Adrian Walker (Deltec Precision Audio)
- James Bradshaw (A British Family)
- Denver Hewlett (Stoves)
- Amanda Nelson (The Artisan Spa)
- Cressida Granger (Mathmos)

See <http://www.madeingb.org/> for more details

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For more information please contact Pip on 0113 243 0773 or email pip@umpf.co.uk

About Made In Britain

The Made in Britain Campaign provides a means for customers to recognise goods that are manufactured in Great Britain. The Made in Britain Campaign empowers customers with verification of the provenance of British-made goods, so they are then able to make an informed choice about which goods they would like to buy. By enabling customers to identify British made products, the Made in Britain marque will support and promote British manufacturing in all sectors in the UK and overseas.

The Made in Britain marque is provided to companies which sell goods that have been manufactured or have undergone a final substantial change in Great Britain before sale. A substantial change means any change without which the final product would not be fit for purpose.