

Capral Celebrates Australian Made Week 2025

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FOR IMMEDIATE RELEASE

You've probably seen that green and gold kangaroo logo on products before — the Australian Made logo. But have you ever stopped to think about what it really means? It's Australia's most trusted, recognised and widely used country of origin symbol. It's more than a logo. It's a logo that 99% of Australians recognise. So, let's unpack why Australian Made matters so much — and why it's worth talking about.

Why 'Australian Made' Matters

It's about backing local businesses, supporting Aussie jobs, and building a stronger, future for Australian Industries. 93% of Australians prefer to buy Aussie products when given the choice. Why? Because Australian Made products are seen as higher quality, more reliable, and better suited to local needs. They're also about peace of mind — knowing your purchase supports Australian workers, families, and businesses.

In a time when global supply chains are unpredictable and consumers are demanding more transparency, the Australian Made logo stands out as a clear and trusted signal. It helps people make confident choices and supports the success of Australian businesses.

Let's Celebrate Australian Made Week

Once a year, Australian manufacturers get the perfect opportunity to put the spotlight on everything that makes Aussie manufacturing great — and that's Australian Made Week. It's a national campaign that champions the value of buying local and supporting homegrown businesses. But this week isn't just about celebration — it's a powerful reminder of the impact we can have when we back our own.

For businesses like Capral Aluminium, Australian Made Week is a meaningful chance to present how local manufacturing works behind the scenes and showcase the many and varied partnerships Capral has with Australian manufacturers across industries nation wide.

Capral Aluminium: Made in Australia for almost 90 years!

Capral Aluminium has been part of Australia's industrial landscape for nearly 90 years. Founded in 1936, it has grown into Australia's largest manufacturer and distributor of aluminium products. Today, Capral operates six manufacturing sites and a national distribution network, employing over 900 Australians across the country.

What sets Capral apart is not just the scale of its operations — but its unwavering commitment to keeping things local. Capral manufactures aluminium extrusions right here in Australia. Capral's extrusions are used in diverse applications, from architectural systems like windows and doors to high-performance industrial and transport projects. Recently Capral extrusions were used in the world's first battery powered electric ferry, built in Tasmania by long standing Capral customer INCAT.

Additionally, Capral develops and produces extrusions for its comprehensive offer of window, door and glazing systems used in commercial and residential construction projects. These systems are designed specifically for Australian conditions and meet strict standards for quality, safety, and performance.

Capral is proudly certified to carry the Australian Made logo — a reflection of its deep roots in the Australian manufacturing industry.



Capral & Aussie Partnerships: Strength in Working Together

While Capral is a major player in its own right, its real impact on Australian Manufacturing is amplified through strong, long-standing partnerships with other Australian businesses.

From small family-owned businesses to national brands, Capral works closely with companies across industries like construction, transport, marine and defence — supplying them with high-quality, Australian-made aluminium extrusions that are designed to perform and built to last.

Take, for example, a local window and door fabricator. With Capral's Australian made aluminium systems, they're getting locally made, fit-for-purpose systems that are designed to meet the performance demands of our tough Aussie climate.

These kinds of partnerships aren't just about transactions — they're about shared values. Supporting each other. Creating jobs. Driving innovation. And keeping vital capabilities right here in Australia.

And that ripple effect is real.

Every time Capral supplies a locally made product to another Aussie manufacturer, it helps multiply the benefits — strengthening regional economies, building resilience in local supply chains, and helping ensure that Australian businesses don't have to rely so heavily on imported materials or offshore processing. Capral's commitment to sourcing, producing, and supplying within Australia is a real example of how Capral supports national strength.

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Imagery to accompany this Release.

Imagery

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Any questions or to request additional imagery or quotes, please contact us.

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