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## Three Reasons Australian-Made Tools Make Good Sense



**[Sutton Tools](#) has been making tools for Australians, by Australians, since 1917. Managing Director Peter Sutton explains the principal benefits of Australian-made for engineers, tradies, weekend warriors and the retailers who supply them.**

We were honoured in our centenary year by being inducted into the Victorian Manufacturing Hall of Fame, in addition to winning 2017 'Manufacturer of The Year: Large Business'. We also feel fortunate, as one of the leading hardware manufacturers in Australia, that we are still able to produce and promote locally made products.

Here's why we believe that quality, service excellence and local representation are all better when you source from your own backyard.

### **Quality**

Tradespeople and DIY enthusiasts trust Australian-made tools are best for the job. The beauty of stocking Australian manufactured tools as a retailer is that you can trust where they are made. The Australian Made jumping kangaroo is a globally recognised symbol of quality production standards.

As an industrial supplier and hardware retailer, you're supporting local jobs by stocking these quality products. You're also showing your customers that, although you stock the occasional cheaper brand for the once-a-year handyperson, you value tool performance and long-life, and trust the quality of Australian manufacturing. We believe quality is remembered long after price is forgotten.

### **Service Excellence**

A second major benefit of stocking Australian-made tools is the ease with which you can order what you need, and have it delivered to you within a reasonable amount of time.

The hours spent trying to track overseas stock shipments stop when you get stock from an Australian supplier. At Sutton tools, we offer 99% availability of our catalogue stock across 16,000 skus and delivery within 24 hours. And importantly, our tools are created and selected for the Australian marketplace – unlike overseas tools designed to overseas specifications.

### **Local Representation**

By buying tools from an Australian-based manufacturer, you have the support of knowledgeable feet on the ground. For example, if you have any issues with orders you've placed with Sutton Tools, your Account Manager will be at the end of a phone and could even be out to your store with the stock you need within a few hours. Because we manufacture, our representatives have more in-depth knowledge of tools and their applications than a typical sales rep. For the most complex problems your customers present, we also offer technical representatives who can develop special solutions.

Having been around for 100 years, we understand what our Australian customers want by region. You can expect to be kept up to date with relevant innovations in tool design and new products that could make life easier for your local customers and increase your sales. Your Account Manager also visits regularly to help you with stock ordering and returns, point-of-sale displays and knowledgeably answer your questions.

### **Spreading the Word**

These days, the benefits of buying Australian made tools are becoming known further afield. In fact, one of the reasons we have been able to retain manufacturing plants and jobs in this country has been our strategy to expand our sales efforts overseas. As I shared at October's Victorian Manufacturing Showcase, we made the important decision some time ago to focus beyond our local market and compete on a global scale.

You can read Peter Sutton's speech at the Victorian Manufacturing Showcase [here](#).

## **About the Author**



### **Peter Sutton**

Peter Sutton is a fourth generation member of the Sutton Family with over 25 years' experience in engineering and manufacturing. During his time at Sutton, Peter has held a number of roles starting in Quality Assurance, then Factory Supervision, Logistics and Operations Management and onto his current role as Managing Director.