



# MAKE THE MOST OF NZ MADE

Licence  
Information

# Get Recognised

---

New Zealand is renowned for our fair trading practices and high standards in production quality.

The iconic Kiwi trademark amplifies these core values, recognised locally and internationally as a symbol of authenticity for products and services made and grown in New Zealand.



Established in 1988, our main purpose is to provide an accountable and trusted brand that promotes NZ Made products both at home and abroad and to assist with clarification of what is NZ Made.

The stylised Kiwi trademark is available for businesses that obtain a licence through the Buy NZ Made Campaign to use on products and services and in any form of advertising and marketing material, including online or in-store.

The iconic trademark is used on 1000s of products and services sold in New Zealand and around the world. Get your licence now to give your brand a competitive edge!

*Use of the Kiwi trademark must meet the requirements of the Fair Trading Act for Country of Origin labelling.*

# 46%

globally on average say brand origin is as important as nine other purchasing drivers.



Using the Kiwi trademark with your brand gives you a competitive edge, encourages consumer loyalty and helps promote growth.

The Kiwi trademark provides trust and accountability for NZ Made products



# 87%

of New Zealanders recognise the iconic Kiwi trademark

# The Benefits

---

When you obtain a licence to use the iconic Kiwi trademark on your NZ Made products, not only do you reap the rewards from using a trusted country of origin brand, but we also provide you with the following:

**1.**

## **TRADEMARK**

- A certificate of licence.
- Free trademark artwork.
- Trademark stickers and tags available for purchase.

**2.**

## **PROMOTION**

- A directory and product listing on the Buy NZ Made website.
- Free inclusion in our monthly e-news to consumers.
- A free listing in the Buy NZ Marketplace at [buynzmarket.org.nz](http://buynzmarket.org.nz).
- Free posts throughout our social media channels.

# 3.

## NETWORKING

- Once a year Buy NZ Made will hold an event suitable for networking between licence holders.
- BNZM helps to facilitate B2B partnerships where possible on request.



# 4.

## SERVICES

To assist our licensees to get the most out of their use of the Kiwi trademark, Buy NZ Made offers the following services which complement our marketing resources:

- Free set up and maintenance of all online profiles as required.
- Phone support.
- Ad creation for advertising through BNZM channels.
- A timely e-news providing information about up-coming promotions, trade shows and marketing and business tips and tricks.
- Advice for understanding the requirements to label a product as New Zealand Made under the rules of the Fair Trading Act and trademark use.

# Licences and Fees

---

## ASSOCIATES

We realise sometimes that a company may be out there with more than one brand or identity that is all managed from the same office. This is what our associate licence covers.

The cost for an associate is a one off fee of \$75.00, and any additional staff that may not have been counted under the parent licence, are added on to the parents annual fee.

## COTTAGE

### FOR START-UP OR SMALL COMPANIES WITH AN ANNUAL TURNOVER UNDER \$200,000

- Licensing year starts on 1 July and ends on 30 June. New applications after 1 March are licensed until June of the following year.
- Must be operating in New Zealand with a New Zealand address.

## MANUFACTURER

### FOR COMPANIES THAT MANUFACTURE, PRODUCE A PRODUCT OR PROVIDE A SERVICE

- All manufacturers pay a one-off registration fee of \$75 when they first apply.
- The licence is pro-rated in the first year. (Our licence year runs from 1 July to 30 June. If you apply part-way through our licensing year, you only pay for the months remaining until June).
- Discounts apply if your organisation is a member of a BusinessNZ Affiliated Industry Group.
- Manufacturing plant must have a New Zealand address.

#### REGISTRATION FEE

---

**Free**

#### ANNUAL FEE

---

**\$100**

#### REGISTRATION FEE

---

**\$75**

#### ANNUAL FEE

---

<b>\$250</b>	Kiwi Crew (0-30 staff)
<b>\$500</b>	Business (31-60 staff)
<b>\$900</b>	Professional (61-100 staff)
<b>\$1,800</b>	Corporate (100-250 staff)
<b>\$2,750</b>	Enterprise (251-400 staff)
<b>\$5,000</b>	Enterprise Plus (400+ staff)

# PRODUCT LICENCE

FOR COMPANIES WHO OUTSOURCE THE PRODUCTION OF THEIR PRODUCTS OR SERVICES

- All companies signing up in this category pay a one-off registration fee of \$75 when they first join.
- The licence is pro-rated in the first year. (Our licence year runs from 1 July to 30 June. If you join part-way through our licensing year, you only pay for the months remaining until June).
- Production must be outsourced to a NZ-based operation.
- Discounts apply if your organisation is a member of a BusinessNZ Affiliated Industry Group.

## REGISTRATION FEE

---

**\$75**

## ANNUAL FEE

---

<b>\$250</b>	Kiwi Crew (0-30 staff)
<b>\$500</b>	Business (31-60 staff)
<b>\$900</b>	Professional (61-100 staff)
<b>\$1,800</b>	Corporate (100-250 staff)
<b>\$2,750</b>	Enterprise (251-400 staff)
<b>\$5,000</b>	Enterprise Plus (400+ staff)

# RETAIL

FOR PURELY RETAIL ONLINE OR INSTORE ONLY, NO PRODUCT LABELLING ALLOWED.

- \$50 per 5 stores, per year.
- Minimum of \$50 will be charged to renew annually.
- Licensing year starts on 1 July and ends on 30 June. New applications after 1 March are licensed until June of the following year.
- A Retail licence does not provide the holder the ability to label products only to sell pre-labelled products.

## REGISTRATION FEE

---

**Free**

## ANNUAL FEE

---

**From \$50**

# COLLEGE & CHARITY

## REGISTRATION FEE

---

**Free**

## ANNUAL FEE

---

**Free**

- Licences are automatically renewed each year and are only cancelled upon written request
- All prices are exclusive of GST

"The New Zealand Made logo acts as a trustmark to reinforce the COLORSTEEL® difference – a difference which has seen COLORSTEEL® prepainted steel become the number one choice of roof for New Zealanders."

[www.nzsteel.co.nz](http://www.nzsteel.co.nz)

## Contact

E/ [info@buynz.org.nz](mailto:info@buynz.org.nz)  
P/ 04 496 6284  
F/ 04 496 6550

PO Box 1925  
Wellington 6140