

## **Guaranteed Credibility**

The Guaranteed Irish Programme was established by the Irish Goods Council in 1975. Since then, it has become one of the most recognised brands in the country appearing on everything from paint to bread

In 1984 the European Court ruled against the operation of the scheme by a state funded agency. To continue with this valuable service to industry and the community, Guaranteed Irish Limited was formed as an independent non-profit company to maintain and develop the programme

Today, the company is managed by a small full-time staff and a board comprising of high profile figures from Irish industry.

## **The Benefit of membership**

Why become a registered user of Guaranteed Irish Symbol? Simply because this is a unique marketing tool which will help to increase your sales. Research proves that Irish consumers are acutely aware of the importance of buying Irish. They want to buy Irish.

The symbol helps them to choose your product or service over that of an overseas competitor implying that your product is local, Irish, and of excellent quality.

## **Guaranteed Success**

There are Guaranteed Irish members in every industry, and in every part of Ireland. As a marketing tool the Guaranteed Irish symbol is unique. Research shows that 69% of all adults recognise that buying products and services with the Guaranteed Irish symbol helps employment in Ireland.

**As the Irish economy struggles and with increasing number of people out of work, we all have a responsibility to do what we can to protect the best interest of our manufacturing and services industries.**

This can best be achieved by choosing a Guaranteed Irish product, which is locally produced in preference over an imported item.

Many of our members are small producers and based in peripheral locations. In the early years they need all the support they can get in order to survive and grow. This has been achieved in the past but they are particularly vulnerable because of the credit crunch.

Ireland has one of the world's most open economies. We have benefited significantly from free trade and the location of the multinational companies here and it should be noted that many of these companies are strong supporters of our symbol. We are not proposing and there should no question of changing that successful formula or retreating into protectionism.

There is significant evidence of reduced personal expenditure and this is likely to be exacerbated by the recent budget. This has led to a collapse in demand in many sectors most strikingly in both the retail and manufacturing sectors.

Guaranteed Irish aims to increase awareness of, and demand for Irish products and services. Our goal is to maximise employment and assist companies in their marketing programme to demonstrate what is excellent about their Irish produced product in today's highly competitive market place.

We support consumers by creating pride in the making and buying of Irish products and services.

**They feel positive about buying Irish and the Guaranteed Irish symbol helps them to do so.**

**We can all contribute to local enterprises by making deliberate choices by selecting to buy Irish goods and services, provided they compete on price and quality.**

The Guaranteed Irish symbol makes shopping for Irish products and services a lot easier. Shoppers know that when they buy a product or services featuring the Guaranteed Irish logo they are supporting Irish companies and safeguarding jobs.

That makes it an important and powerful, device.

Irish companies have developed a reputation for quality. For products that display the Guaranteed Irish logo recognise that in an increasingly competitive market it can supply a decisive edge. It's a mark of quality.

That makes it a valuable and respected marketing tool.



1 Fitzwilliam Place, Dublin 2, Ireland.  
t: +353 1 661 2607 f: +353 1 661 2633  
e: [info@guaranteedirish.ie](mailto:info@guaranteedirish.ie)  
[www.guaranteedirish.ie](http://www.guaranteedirish.ie)



*guaranteed  
irish  
promoting irish excellence*

