

MEDIA BACKGROUNDER

Tait is an Australia-based furniture design and manufacturing company that was founded in 1992 by husband and wife duo, Gordon and Susan Tait.

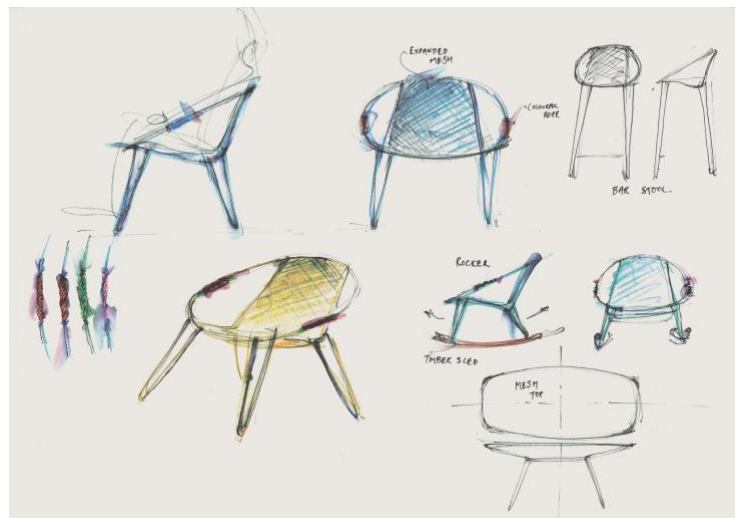
At the time, sheet metal craftsman Gordon and creative textile designer Susan noticed a lack of well-designed, high-quality outdoor products reflective of Australia's outdoor lifestyle and capable of withstanding the country's harsh elements.

30 years on and Tait has established a reputation as one of the leading contemporary designer for outdoor living in Australia.

Tait's design philosophy is based on its manufacturing heritage, prioritising quality and craftsmanship in each piece.

Led by Susan and Gordon, the Tait team consists of passionate designers and craftspeople refining and prototyping ideas from their local Melbourne factory and a team of dedicated sales and industry professionals who work in their elevated retail spaces in Melbourne, Sydney, Brisbane.

The result is a range of sophisticated, well-made products that stand the test of time, each piece featuring the Tait "Makers Mark" symbolising its quality and authenticity.



In addition to its focus on craftsmanship, Tait is committed to sustainable practices. The company offsets 25 tonnes of CO₂ per year, equivalent to saving 631 trees or driving 98,000 kilometres. Tait also diverts almost one tonne of soft plastics from landfill each year.

Tait designs with the focus of creating products which are easily refurbished, extending their life and minimising impact on the environment.

Tait is also a Gold Member sponsor of the Authentic Design Alliance, a group of leading Australian design suppliers committed to working to promote the value of investing in authentic Australian design and combatting design theft.

Since inception, Tait has been recognised in the industry for its award-winning design projects, collaborations and exhibitions of work.

2023 marks 30 years of Tait being owned and operated in Australia, committed to shining a light on Australian designers and creating high performance design for global audiences.

HIGH PERFORMANCE DESIGN

A commitment to sustainability.



Sustainability is at the forefront of Tait's design philosophy. Since its establishment in 1992, the company has been committed to achieving best practice sustainability measures throughout all areas of their business. Their efforts have resulted in impressive outcomes, including offsetting 25 tonnes of CO2 per year - equivalent to saving 631 trees or driving 98,000kms - and diverting almost 1 tonne of soft plastics from landfill each year.

Tait's commitment to sustainability extends to their manufacturing processes as well. Two-thirds of Tait's premises operate on high-powered solar systems, and 100% of their facilities use energy-saving LED lighting. The company also works closely with suppliers to source sustainably-grown timbers and recyclable materials, designing products for life with refurbishment opportunities extending life and reducing waste.

In addition to their environmental efforts, Tait is also committed to ethical and social responsibility. As designers and manufacturers of authentic Australian-made outdoor furniture, they are proud members of the Authentic Design Alliance, which fights against design theft in Australia and promotes the value of investing in authentic Australian design.

Tait's commitment to sustainability, ethics, and social responsibility is evident in the high-quality, long-lasting products they produce.

madebytait.com.au

Images:

- Download archive images of Tait designs [here](#)
- Download high res images of current collections [here](#)



- Download images of Gordon & Susan Tait [here](#)

Interviews:

Susan Tait
Creative Director

Gordon Tait
Founding Director

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