



**Guaranteed
Irish**

2022

**Membership
Benefits**



Benefits of Membership

Become a member and drive sales by placing the Guaranteed Irish symbol on your packaging & POS.



The National Symbol of Trust



Live Networking Events



PR Campaigns Across Digital and Physical Media



National Guaranteed Irish Business Awards and Brand Activation Awards



Supporting Sustainability & a Circular Economy



Feature on [GuaranteedIrishHouse.ie](https://www.GuaranteedIrishHouse.ie) and [GuaranteedIrishGifts.ie](https://www.GuaranteedIrishGifts.ie)



The Guaranteed Irish Members Portal

Guaranteed Irish Board of Directors



Michael Jackson
Chair
Managing Partner
of Matheson



Damien McCann
Director of
Sales &
Marketing
at Viatel



Ray Kelly
Marketing
Director of
SuperValu &
Centra



Mairead McCaul
Managing
Director of
MSD Ireland
(Human Health)



Camilla Cullinane
Tax Partner of
KPMG Ireland



Fergal Murphy
General
Manager of
Kingspan
Insulation



Bríd O'Connell
CEO of
Guaranteed Irish

Appraisal Advisors



Jason Crawford
Head of
Appraisals
Partner at
Grant Thornton



Karen Deignan
Director &
Co-Founder of
SustainabilityWorks



Rowena Maher
Account
Executive at
Guaranteed Irish



Mark Keller
Commercial
Director of
Green Haas



Rob Lyons
Senior Manager,
Sales & Marketing,
at Certification Europe


Letter from the Chair



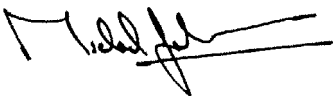
Guaranteed Irish is proud to promote and advocate for the Irish business community.

Our members are drawn from every corner of the country and from every key sector of the economy. I believe that they represent all that is good about the quality of goods and services produced in and delivered from Ireland. In addition to providing significant employment throughout the communities in which they are based, Guaranteed Irish members play a vital role in supporting and enhancing initiatives and activities which make those communities better and more vibrant places in which to live.

The  is a symbol many of us remember from our youth. Just as we have evolved as a people and as a country, the  has also evolved over the decades to symbolise the modern Irish business community. Small local manufacturers and international companies employing thousands of people in Ireland work together as members of Guaranteed Irish to ensure that the  remains one of the most trusted symbols in the country.

Being a member of Guaranteed Irish - being part of the community of members who proudly display the  - means having access to a network of businesses who share your values and your desire to promote the values of trust, provenance and sustainability. With an increased focus by customers, employees and investors on sustainability and shorter supply chains, now is the ideal time to join an organisation whose members embody those benefits.

The Board of Guaranteed Irish contains representatives from members across many different sectors. The directors volunteer their time to ensure that the organisation can react and respond to the needs of our members. We welcome new members who meet our membership criteria and we look forward to continuing to advocate and work on behalf of all of our members. We firmly believe that we are "All Together Better" and that working together as members of Guaranteed Irish we can benefit our businesses, our customers and our communities.



Michael Jackson,
Chair,
Guaranteed Irish

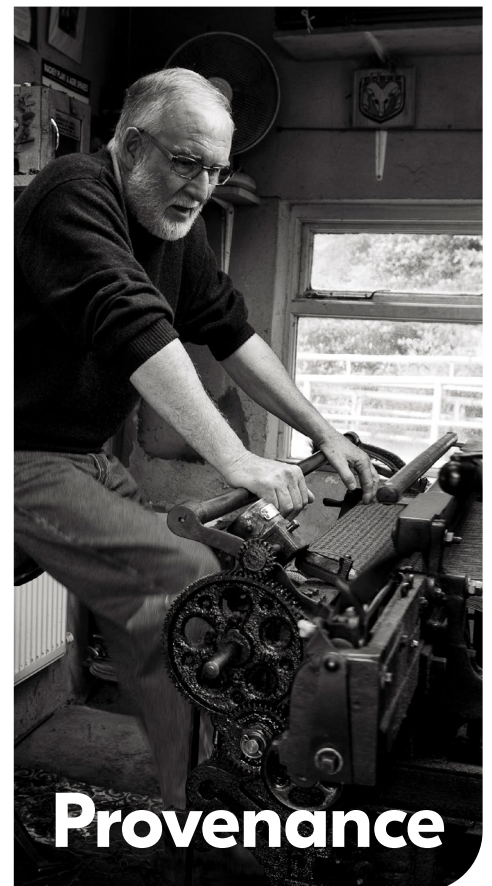
What Stands For #AllTogetherBetter

Guaranteed Irish is an inclusive values-based brand that is supported by businesses across multiple sectors to connect consumers with businesses who care about life in Ireland.

The Guaranteed Irish symbol is one of Ireland's most enduring, recognisable, and authentic. It helps Irish consumers identify products and services that are an **#AllTogetherBetter** choice for the life of their communities and Ireland.

94% of members surveyed agree or strongly agree that membership of Guaranteed Irish positively impacted their business in 2021.

[Apply Now](#)



Member 20 Feedback 22



92%
Of Members Believe
the Guaranteed Irish
Symbol Benefits
their Business

85%

Having the  on POS and Packaging
had a Positive Impact on Business

94%

Membership had a Positive Impact on Business

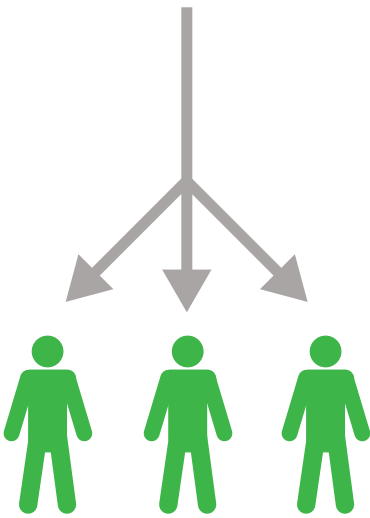
35%
Networking and
Events Benefit
their Business

33%
Public Relations and
Corporate Social
Responsibility
Benefit their Business

25%
Digital Presence
is a Benefit to
their Business

Jobs

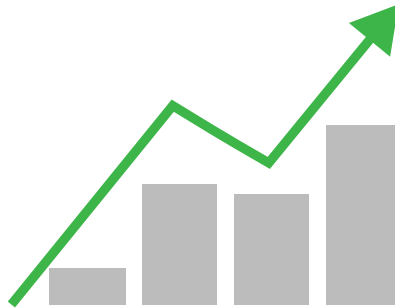
2,000+
Members



Creating
120,000+
Jobs

Community

€34.76Bn
Total Revenue

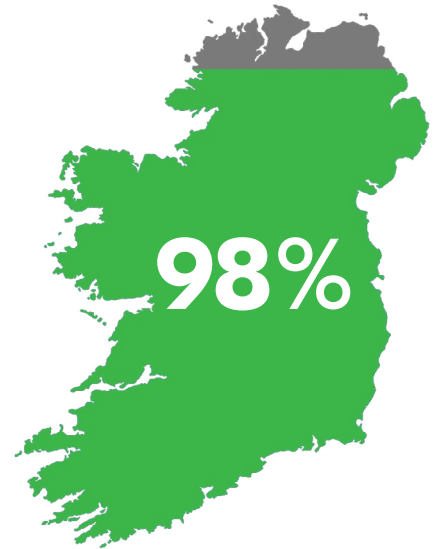


€13.15Bn
Total Sales

Within the Irish Economy
Guaranteed Irish members
have made over €13Bn in
sales in 2022.

This creates jobs, supports
our communities, grows
Irish provenance, and
leads to a more
sustainable economy.

Provenance



98% of members agree
that Guaranteed Irish
shows how support for
local businesses and
communities can help
develop a sustainable
local economy.

Live Networking Events



Guaranteed Irish hosts a full calendar of annual events including workshops, expert panel discussions, networking opportunities, roundtable talks & more.

“There is sort of a tone of celebration all the time with Guaranteed Irish... every month they are celebrating [some sector], every month they are networking, every month you have access to workshops and conferences.”

MarieAnn Mc Loughlin Dwyer



All events are promoted on social media and through Guaranteed Irish's media partners. Download the events calendar and sign up for membership.

[Events Calendar](#)

[Join Now](#)



Ray Kelly Marketing Director of SuperValu & Centra
at the Guaranteed Irish Business Awards

Join the Conversation



Learn from experts in all sectors from marketing and business scaling to sustainability and technology.

Thought Leadership

Become a panel member and share your expertise with Irish businesses. Join the conversation.

[Join Now](#)



**Frances
Fitzgerald**
MEP



**Eleanor
McEvoy**
Co-Founder of Green Haas



**Enda
Kenny**
Former Taoiseach



**Mark
Little**
CEO & Co-Founder of Kinzen



**Orlaith
Blaney**
Chief Communications
Marketing Officer of Ervia



**Mike
Hayes**
Global Climate Change &
Decarbonisation Leader, KPMG



PR and Publicity

With spots on Guaranteed Irish TV, National TV, and Youtube there are always PR and publicity opportunities. Broadcast on national television, Guaranteed Irish TV showcases Guaranteed Irish members and gives a behind the scenes look into the best of Irish businesses.

You will also have the opportunity to feature your business on National, Regional, and Local Radio. Guaranteed Irish provides exclusive Advertising Discounts for members with Guaranteed Irish's media partners.

“Tonight is a significant milestone for Ballymaloe Foods as our first ever TV ad campaign will go live on TG4 for two weeks. The ad promotes our tasty pasta sauce range. This wouldn't have been possible without the help and support of Guaranteed Irish.”

BALLYMALOE
FOODS
brings living to life

Join the campaign
on **newstalk**

435,000+

People Listening Daily





Connecting Digitally

Guaranteed Irish social media campaigns promote members and their contributions to jobs, community and provenance.

The Guaranteed Irish social platforms bring attention to the best of businesses on the island of Ireland, connect consumers to businesses and connect businesses with each other to create jobs, support communities, and promote provenance.

Growing Digital Engagement

With over 35,000 monthly impressions our social media presence is growing rapidly. Sign up and follow us through the links in the logos to find out about promotions, advertising opportunities, events, learning, and more.

Growing **21%**
Annually



7500+
Likes Monthly



6000+
Page Visits Monthly



5000+
Followers



[Join Now](#)



Support **Guaranteed Irish #SuperBrands** like DID Electrical when making a purchase.



THE IRISH TIMES

Thu, Apr 23, 2020

Dublin 7°C

NEWS SPORT BUSINESS OPINION LIFE & STYLE CULTURE MORE VIDEO PODCASTS JOBS

Politics Election2020 Oireachtas Poll Elections

All News

Guaranteed Irish
All together better

on the GRAPEVINE with **JOE DERMODY**
joe.dermody@examiner.ie

Any other business... **Guaranteed Irish puts spotlight on construction sector's bright future**

Retail News
Ireland's Longest Established Grocery Magazine

Thank You for Supporting Local

Jobs. Communities. Provenance.
#AllTogetherBetter

www.guaranteedirish.ie

Stand out with the

Across Print, Digital, Podcast, Radio, and TV.

Debra Brach, Managing Director **ARRAN** **EST**

"Arran Street East has been a Guaranteed Irish Member since 2019. We were honoured to be accepted to be part of such a vibrant and diverse group of Irish enterprises and to be recognised as a business that creates quality jobs, contributes to local communities, and is committed to Irish provenance. Guaranteed Irish team has been working tirelessly to promote its members through exciting and far-reaching campaigns encouraging Irish consumers to support local brands and to contribute to building a sustainable local economy."

Tracy Ryan, Managing Director & Master Formulator **codex**

"Codex Beauty Labs is a new global brand retailing in places like the US, Europe, Asia and the Middle East. The use of the Guaranteed Irish symbol is an important way for us to communicate to global customers that our products are produced in Ireland, a country they associate with clean, green and quality. Also it is just as important as a tool for us to communicate with our valued Irish customers that Codex Beauty Labs products are manufactured here in Ireland using local growers and suppliers."

Daiithi O'Connor, Founder & Managing Director **REVIVEACTIVE**

"Before becoming members of Guaranteed Irish consumers didn't realise that we were Irish and upon joining the organisation we realised amongst our loyal customers that Guaranteed Irish logo on all touch points including our packaging, vehicles, and advertising. I believe this gives consumers the reassurance that we are 100% Irish, supporting sustainable quality jobs and contributing to the local community. We are proud to be Irish and pleased to be a member of an organisation that is championing Irish business."

Visit GuaranteedIrishGifts.ie for local gift ideas for every occasion.

Join our network of 1,500 local businesses at GuaranteedIrish.ie or phone us on 01 6612607.



GUARANTEED IRISH

DID YOU KNOW THAT EVERY €20 YOU SPEND IN YOUR LOCAL COMMUNITY IS WORTH €100 TO THE IRISH ECONOMY?

IS WORTH €100 TO THE IRISH ECONOMY?

Guaranteed Irish All together better

Brand Activation Champion
June 2021

Best Use of Guaranteed Irish Symbol

FRANK AND HONEST
GOURMET COFFEE COMPANY

Frank and Honest Gourmet Coffee Company is a Musgrave brand available in over 600 Centra and SuperValu stores nationwide. Frank and Honest has become one of Ireland's favourite coffee brands by focussing on what matters - great tasting coffee.

www.guaranteedirish.ie

GUARANTEED IRISH BUSINESS PODCAST

Episode 114, Brian Hanly, CEO of John Hanly & Co

For the perfect gift ideas this year..

Guaranteed Irish

thejournal.ie



Guaranteed Irish Awards



Monthly Guaranteed Irish Brand Activation Champion

Each month Guaranteed Irish rewards one of their members for the best use of the symbol with the 'Brand Activation Champion' prize.

Each monthly winner is shortlisted for the Guaranteed Irish Business Awards, is featured in The Irish Times on the last Monday of the month in the main paper and E-paper, and much more.

With a Weekly Audience of
975,000+
Have You Applied?

THE IRISH TIMES

[Apply Now](#)



Annual Guaranteed Irish National Business Awards



The Guaranteed Irish Business Awards are the national celebration of trusted businesses, both international and homegrown, that are registered in Ireland. The award winners set the benchmark for Irish businesses who support Jobs, Communities, and Provenance, making a meaningful contribution to Ireland, its people and its economy.

newstalk

THE IRISH TIMES

Irish Independent 

Social Media Engagement on Awards Day 2022

Impressions measured on awards day, 24th March, 2022.



43,600



10,621



65,187



17,675

Join Now

Guaranteed Irish is Sustainability Join the Journey



Sustainability Member's Guide

A members only Sustainability Guide to prepare your business for a sustainable future.



Guaranteed Irish Sustainability Project

- A Guaranteed Irish Forest establishing native woodlands in communities across Ireland in partnership with The Nature Trust and supported by Guaranteed Irish members Etex, Kaymed, Kingscourt Brick, Wavin, and Homevalue.
- Monthly Sustainability Newsletter featuring member's sustainability initiatives and the latest developments in sustainability.
- Partnering with GIY to bring home grown food sustainability courses to other Guaranteed Irish members.
- Showcasing Guaranteed Irish members' Sustainability Stories.
- GuaranteedIrishHouse.ie and GuaranteedIrishGifts.ie

Start your Sustainability Journey

Apply Now



“Being a part of **Guaranteed Irish** means that we are connected in with the Irish business community, and that means that we get to hear about innovative things that Irish companies are doing in the sustainability space...that in turn helps us to understand the types of services that we need to offer back out into the market. It is a great way to stay connected to what Irish businesses are doing.”

Karen Deignan

SustainabilityWorks



Get featured on the One Stop Shop

The first national listing of construction sector businesses based in Ireland. It includes all the elements of the supply chain required for a building that can be sourced locally helping reduce the carbon footprint while supporting jobs and businesses in Ireland.

**Join
Guaranteed Irish House**

[Visit Now](#)

[Sign Up](#)

Guaranteed Irish



Support Local, Support Irish

GuaranteedIrishGifts.ie offers a window for shopping the best of locally based Guaranteed Irish businesses throughout the country. Keeping shoppers local and supporting Irish Jobs, Communities, and Provenance.

“My sales at Berry Be Beauty have gone through the roof in the last few weeks and I honestly think it’s because of the support Guaranteed Irish offer to Irish businesses and their constant promotions on GuaranteedIrishGifts.ie.”

Lorna Venton



[Visit Now](#)

[Sign Up](#)

Guaranteed Irish Members Portal



Have You Logged in to Avail of:

- The **Exclusive** Network for 2,000 Guaranteed Irish Members
- Networking Opportunities
- Branding Inspiration and Tool Kit

[Join Now](#)



Digital Wallet

Access the official member's only Guaranteed Irish brand assets (symbol), brand guidelines and more



Branding Tool Kit

Explore a variety of templates to promote the 'G' and activate the symbol with the click of a button.



Branding Inspiration Guide

Have a look through our branding inspiration guide to see the best use of the G symbol.

MEMBER OFFERS

Guaranteed Irish Members

get free digital maturity self-assessment & consultation service from Guaranteed Irish member Viatel

[www.viatel.com](#)

Free digital maturity self-assessment & consultation service

Guaranteed Irish member Viatel would like to offer a "Free" Digital maturity self-assessment & consultation service to all GI members. The digital maturity self-assessment outputs a detailed report based on

MEMBER OFFERS

Special Offer exclusively for Guaranteed Irish Members, kindly brought to you by

DUBLIN HERBALISTS

Dublin Herbalists natural skincare bulk buy discount!

Dublin Herbalists, the all natural skincare manufacturer based in South Tipperary, is offering incredible prices for Guaranteed Irish members buying in bulk for corporate gifting, Irish gift hampers, staff wellness,

MEMBER OFFERS

GUARANTEED IRISH MEMBERS

GET 6 MONTHS FREE CYBERSECURITY AWARENESS TRAINING FOR YOUR ORGANISATION THIS MAY WITH ENTERPRISE DEFENCE

CALL US NOW
0818 900 000

GET 6 MONTHS FREE CYBERSECURITY TRAINING FOR YOUR ORGANISATION

Enterprise Defence experts in cyber risk management in partnership with KnowBe4 who are the world's largest integrated platform for end user awareness training combined with simulated phishing attacks, are offering

Activate the National Symbol of Trust



 **MCCAUGHEY**

LIVE, FEEL & LOOK BETTER



Guaranteed Irish





**Become a
Guaranteed
Irish
Member**

Join Now

#AllTogetherBetter

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 **GuaranteedIrishOfficial**

 **guaranteed_irl**

 **Guaranteed Irish**