

noharvey no

Action in a code

Let's play Tag

Harvey Norman have been proclaiming that the wood from their Australian native forest furniture comes from happy, healthy, nutritious, rainbow flavoured, animal friendly, sustainably harvested forests.

There is no such thing in Australia, well not rainbow flavoured anyway.

The wood for all of their native Australian furniture and flooring ranges comes from what little remains of high conservation valued forests in Tasmania, Victoria, New South Wales and West Australia. In many cases these forests are clearfelled, burnt and endangered animals habitat destroyed. We want Harvey Norman to look into plantation and recycled furniture.



Step 1: Check here for your closest Harvey Norman store – you can use their store locator, but make sure it's a store that sells furniture, not just electronics:
<http://harveynorman.findnearest.com.au/>

Step 2: Print off some of our tags. They have been designed to print 3 to a page. They'd come out great on a thin card. Cut them out on the dotted lines and punch a hole through the perforation line and loop some twine or string through.

Step 3: Dress in your finest Harvey Norman customer apparel with some of these stashed in your bag and have a wander through the store, discreetly attaching them to products made from Aussie wood.

Step 4 If you can take a photo without being busted, and email to us at generate@thelaststand.org.au – awesome!

When customers scan the tag it will take them to a video revealing the true picture of what happens in the areas they harvest the wood for their products from within Australia.

IMPORTANT NOTE – try and make sure you place this on furniture that is listed as being from Australian woods. It is labeled as tasmanian oak, blackwood, victorian/mountain ash, jarrah and a range of others. Whilst there is all manner of dodgy wood sourced from from forests overseas also stocked in Harvey Norman, we are trying to keep the focus for this campaign on Aussie stuff.



Harvey Norman's

AUSSIE FURNITURE BLITZ

Scan code now to find out how you can win!



Available on the
App Store

1. If you have an iPhone or Android phone download qr scanner from your app store. Mac phones users: <http://itunes.apple.com/us/app/qr-reader-for-iphone> and Android users: <https://market.android.com/qrdroid>

2. Hold phone 10 cm away from qr code and scan using qr scanning software

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