

## > OVERVIEW

New Zealand Insulators – Temuka, South Canterbury. Making porcelain insulators for the electricity industry since 1924. A ‘last man standing’ local manufacturer. A business winning back share. A treasured New Zealand asset. This is our story...

89 years old and unlike so many New Zealand manufacturers, still alive and (albeit smaller than we used to be) – still sustainably profitable.

How can we compete against cheap imports – with low wages, industry protection and no compliance costs in the developing world? Everyone asks this.

Well, we own our 200,000 square foot Temuka facility, with cash in the bank. We own our own opencast mine in Kakahu, and operate with low regional overheads. We’re flexible enough to make specialised products in short-run quantities, plus we contend that our insulators are better than imported product.

We supply a market that knows and trusts NZI product made in Temuka. Yes, our clients agree to a small price premium, but the NZI more-for-more value proposition competes well – even with the US\$/NZ\$ cross rate making imports look cheap.

So when inflation hits the Chinese imports, and the exchange rate worm turns, as they certainly will – NZI will be uniquely positioned. Better still, we have an electricity industry which trusts NZI product coming out of Temuka, and who express a desire to support locally-made product, if our pricing is competitive.

We have also now completed the transition to ensure only products made in Temuka carry the NZI badge. Our clients can have certainty when they select NZI brand, they’re buying products manufactured in New Zealand.



*NZI 11kV 285W32  
Tie Top Line Post  
Part No. 460818  
Made in NZ*

Of course New Zealand Insulators also represents some global brands – including DTR (Korea), NGK Stanger (Australia), Payer (Canada), Avon (NZ), Fulton (Australia), Cooper Bussmann (India) and Efen (Germany). Our 2013 Catalogue, 2013 Wholesaler Pocket Book or website are the best ways to evaluate NZI’s complete core stock product range.



*Simon Anderson & Peter Campbell –  
Turning Line*

Plus, we make many OEM products specifically (for switches, transformers, sub-stations & transmission)... as well as insulation products for projects (new lines, lines maintenance & rail electrification). NZI has made, over the years, upwards of 500 different insulator designs.

The intention of the Profile is to give you a snapshot of NZI, where we’ve been and where we’re heading.

## > HISTORY

We became New Zealand Insulators when National Electric (NEECO) took over the Canterbury Pipe & Tile Company in 1924. Tiles, pipes, bricks and some insulators had been made on our site since Joseph Whitehead established the Temuka brickworks in 1868.

Using the clay and sand deposit found in our Kakahu Valley mine and with NEECO's capital/distribution – insulator production got into full swing.

The 1930's Depression hit NZI hard but during WW2 NZI was declared an 'essential industry' by the Government and insulator volumes grew quickly.



*NZI 11kV 420W32  
Tie Top Line Post  
Part No. 464314  
Made in NZ*

The Thomas Street site was partially destroyed by fire in 1950, which meant the business could rebuild and install new generation kilns. The expanding New Zealand economy in the 50's and 60's saw infrastructure spending, and NZI's workforce grew to around 250.

In 1966 Cable Price took over NEECO. Variously we were then owned by Brierley Investments (1988), Skellerup Group (1993), and the ill-fated Maine Investments (1996).

Across the 80's and 90's NZI had some good years, and was split into three divisions with the Low Voltage division having it's own site in Ashburton. The business at peak employed more than 400 people, and many many staff stayed with NZI for their entire working lives.

So far however, the 21st Century hasn't been easy for New Zealand Insulators. Well-organised importers dealt a telling blow to NZI's market share. The company retrenched several times – shrinking gradually to annual sales of NZ\$6million in 2010 (down from \$18million in 2002) with just 34 staff. Sales decline is hard.

During 2011 & 2012 however, we made positive moves. New catalogue, product range additions, extended North Island sales representation, refocusing on manufacturing rather than importing, sharper market pricing, adding the DTR & Payer agencies – we worked hard to get NZI back on the front foot.



*Tam Sayer & Margaret Davidson –  
LV Assembly*

We're not crying about having lost market share, we've set off to see if we can't win some back.

Since April 2011, production staff in Temuka has grown from 28 to 48 as we responded to increasing demand.

So now it's 2013. We're part of Tom Sturgess's Tiri Group [www.tiri.co.nz](http://www.tiri.co.nz) and enjoy supportive well-funded private ownership. Our 2013 Catalogue & 2013 LV Pocket Book are out and our new Auckland warehouse is up and running. We're chipping away, winning customer support, ensuring our new initiatives bed down, making NZI strong from the inside out.

## > NZI BRANDED PRODUCT

The NZI brand stands for trusted reliability. Product branded NZI means it has been manufactured by us, in Temuka, to a certified ISO9001 quality system, by New Zealanders.

Go to [nzinsulators.co.nz](http://nzinsulators.co.nz) and click on the section 'NZI Brand' – it details the following products that we manufacture in Temuka:

- Reels & Spike
- LV Insulators – 510/511
- 11kV Insulators – Pin/Post
- 22kV Insulators – Pin/Post
- 33kV Insulators – Pin/Post
- Guy & Fence Strains
- Insulator Bundles
- Station Posts
- Standoffs
- Lampholders
- Connectors
- Disconnects
- Pole Mounted Cutouts
- Fuseholders
- J-Type Fuse Carriers
- Busbar Supports
- DMC Standoffs
- Fastlug Connectors
- MCB Safety Bases



Alex Kinvig – Turning Line



NZI 33kV 940VC  
Vert. Clamp Line Post  
Part No. 464597  
Made in NZ

## > AGENCY BRANDS DISTRIBUTED BY NZI

NZI also proudly represents (in New Zealand) the following brands from around the globe:

<b>DTR Electric</b> ( <i>Korea</i> )	Polymeric Polymer Strains Polymeric Line Posts Polymeric Surge Arrestors Polymeric Station Posts, Standoff & EDO
<b>AX Brand</b> ( <i>various</i> )	Spindles Clevis Thimbles
<b>Payer</b> ( <i>Canada</i> )	Preforms
<b>Avon</b> ( <i>NZ</i> )	Line Hardware
<b>Fulton</b> ( <i>Australia</i> )	Earth Rods Earthing Accessories Clamps & Connectors
<b>NGK Stanger</b> ( <i>Australia</i> )	EDO/HVI Dropouts ABS & SF6 Gas Switches LVI/LVFI Links NSD Disconnects
<b>Efen</b> ( <i>Germany</i> )	DIN Disconnects
<b>Cooper Bussmann</b> ( <i>India</i> )	Industrial Fuselinks House Service Fuselinks J Type Fuselinks DIN Blade Fuselinks 12kV Fuselinks DIN Disconnects High Speed Fuselinks Bottle Fuses Cylindrical Fuselinks Red Spot Fuseholders Camaster Fuseholders



NZI 22kV 630W32  
Tie Top Line Post  
Part No. 464368  
Made in NZ



Kyle Waaka – Wax & Glaze

> **TEMUKA POTTERY**

To most New Zealanders NZI is an insurance company, and Temuka is a range of pottery. Both of course are true.

But the other NZI is an insulator factory and yes, since 1931, we've operated a separate business within NZI called Temuka Pottery. Here is the Temuka Pottery story...



*Temuka Waipopo  
Salad Bowl  
Part No. 951986  
Made in NZ*

In the early 1930's our third Manager Arthur Toplis diversified NZI into also making pottery. He was a skilled potter by trade, and during his time Temuka established itself as a quality brand. He won a contract to make electric jugs, and later we were also appointed to make crockery for NZ Railways. Our 'railways cup' made from the very same Kakahu clay blend we use for insulators today – was generally considered to be indestructible.

Of course Temuka's finest hour was our Riverstone series during the 1970's, designed by the late Jack Laird, of Nelson. The curvy, matt, brown Riverstone sold literally millions of pieces – and still represents the relationship that many Kiwis have with the Temuka brand.

Riverstone suffered from the cultural cringe of the pink-and-grey 80's and Temuka went into a highly decorative phase, followed by a colourful hand-painted phase which was the 90's. Volumes have declined gradually across the past 20 years.

NZI's decision to downsize the Temuka 'Homeware' retail network, and in 2009 to close our own shop/cafe in Temuka signalled to a watching world that we were turning our back on our pottery business.

But thankfully that's not true. In 2011 we have made moves to revitalise one of New Zealand much-loved brands:



*Debbie Stoakes & Rose Rooney –  
Pottery Decorating*

We started reworking the Temuka Pottery range – with designs being retired and new designs being launched over the past couple of years.

Plus we have reopened the Temuka Pottery Shop in Mendelson Barn, on the State Highway Bypass in Temuka. Operated under license by the owners of the 100% Homemade Café, the new Temuka Pottery Shop is open and trading well. We're now looking for wider distribution with the Pink Church in Cambridge trialling the product at present.

At this stage Temuka Pottery remains a small division inside NZI, but stay tuned as we think it possesses genuine potential.

Pottery products can be viewed and purchased on [www.temukapottery.co.nz](http://www.temukapottery.co.nz)

## > ASPIRATIONS

With supportive New Zealand ownership, under the guidance of NZI's fourteenth manager, Chris van der Werff – NZI has set out to achieve certain things. We thought it worth noting what they are:

Our primary goal is to get NZI back into growth mode – to improve our sales, marketing, product range and pricing so that New Zealand's electricity industry can once again have NZI as a cornerstone brand being specified. Our long term goal is to double the size of NZI to \$12million annual sales. Our next step is \$8million.



*NZI 11kV 295VC  
Vert. Clamp Line Post  
Part No. 464589  
Made in NZ*

Our second goal is to ensure NZI is a thriving, sustainable business when our centenary comes around – which is 2024. If we get there, it'll mean we've done that which is required for NZI to be a viable business for many years to come.

However we not only care about what happens – but also how it happens.

Our management is very particular about manners in the workplace. Nothing too weird – just greetings, farewells, respecting elders, treatment of visitors, never a bad word spoken about our customers, no raised voices, the correct use of email, eliminating the word 'they', no blaming and less gossiping.

Our other big thing is attending to the needs of the various stakeholders – Customers, Staff, Suppliers, Shareholders and the Community. Excellent businesses (in his view) ensure that the needs of all five are balanced in a sustainable way.

We've also hired more staff, our factory volumes are up, our Auckland Branch is operational – but it all comes back to goal number one, getting some growth runs on the board.

If you're in a position to help NZI, please do.



*Brian Martin – Turning Line*

## > CONTACTING NZI

### HQ, FACTORY & SOUTH ISLAND WAREHOUSE

Thomas Street, PO Box 5, Temuka 7948  
 South Canterbury, New Zealand  
 Phone 03-6878100, Fax 03-6158125  
 Email sales@nzinsulators.co.nz

*NZI 22kV 490W32  
 Tie Top Line Post  
 Part No. 464619  
 Made in NZ*



### AUCKLAND BRANCH & NORTH ISLAND WAREHOUSE

11 Wookey Lane, Kumeu 0810  
 Auckland, New Zealand  
 Phone 09-4125941

### CUSTOMER SERVICES

Phone 03-6878100, Office Hours 7.30am-5.00pm weekdays  
 Mandy Gilkison, 03-6878149, mandy.gilkison@nzinsulators.co.nz  
 Denise Hayes, 03-6878140, denise.hayes@nzinsulators.co.nz

### CLIENT CONTACTS

David Glackin, Sales Director (North Island Networks), 027-7460634  
 david.glackin@nzinsulators.co.nz

Chris van der Werff, General Manager (South Island Networks), 027-7066205  
 chris@nzinsulators.co.nz



*Louise Etti – Dry Process*

**Finance Manager** Brett Dixon, 03-6878138  
 brett.dixon@nzinsulators.co.nz

**Technical Director** Ian Clark, 03-6878173  
 ian.clark@nzinsulators.co.nz

**Technical Ceramist** Brian Stephens, 03-6878155  
 brian.stephens@nzinsulators.co.nz

**IT Manager** Peter Quested, 03-6878188  
 peter.quested@nzinsulators.co.nz

**Temuka Pottery** Heather George, 03-6878139  
 heather.george@nzinsulators.co.nz

**Director** Greg Howell, 0275-605605  
 greg.howell@nzinsulators.co.nz

### TEMUKA POTTERY SHOP

Mendelson Barn, 57 Vine Street, State Highway Bypass, Temuka.  
 Phone 03-6155651, Fax 03-6155652

Open 7 Days: Weekdays 9am-5pm, Weekends 10am-4pm,  
 Public Holidays 10am-3pm (closed some Public Holidays, see website).

### WEBSITES

nzinsulators.co.nz & temukapottery.co.nz