



Temuka Pottery Factory
New Zealand Insulators Ltd
Thomas Street
PO Box 5 Temuka 7948
t +64 3 615 0085
f +64 3 615 8125
e sales@temukapottery.co.nz
w temukapottery.co.nz

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Open Letter to Temuka Pottery Supporters

Thank you for purchasing Temuka product, your support is greatly appreciated.
We thought you might like to know a little more about Temuka Pottery, our historic Kiwi brand.

Temuka Pottery is, and always has been, a division of New Zealand Insulators www.nzinsulators.co.nz. Our core business is manufacturing porcelain insulators for the electrical industry – here in Temuka.

In 1931, under Arthur Topliss, 'NZI' diversified into pottery. We won a contract to make ceramic electric jugs, and later on the Railways crockery. It was generally agreed that the Railways Cup, made with a clay/sand blend from our Kakahu open-cast mine (15 mins inland) was all-but indestructible.

Temuka Pottery's finest hour was probably the 1971 release of the Riverstone series – the curvy matt brown pottery designed by the late Jack Laird of Nelson. Riverstone sold by the million, and it is likely to be Riverstone which represents the Temuka that many New Zealanders know & love.

This century we've struggled to compete against cheap low-quality imports, and to be fair, we weren't actively developing & evolving our shapes & designs. The closure of the final Temuka Pottery Shop in 2009 all-but signified the end of the Temuka story. But thankfully, that is not the case ...

We are committed to reviving our special brand. Most companies would give anything to own a trusted household name. NZI also has a responsibility to the town of Temuka. Thankfully a local couple – Charles & Amanda Scarsbrook – feel the same. They own & operate 100% Homemade Café in Mendelson Barn. When they approached us to reopen a Temuka Pottery Shop inside the barn, we jumped at the chance. With the new shop trading so strongly, maybe we can expand Temuka Pottery. Early sales are encouraging, 7 months since opening and we've started to hire back our factory staff.

We've also been working on the Temuka product range. Last December we retired several designs and first in March, then August and soon in November – we've been releasing new product.

The success or otherwise of our product development is going to be a key issue. We'll see how we go. If you have suggestions or feedback – that'd be great, just call or email me personally.

Thank you again for your support. Tell your friends. As New Zealanders we should jealously protect those things that define us as Kiwis. And we need to foster our skilled use-it-or-lose-it pottery craft. Plus we need Temuka Pottery to be commercially sustainable. Your support helps with all three.

Greg Howell, General Manager
NEW ZEALAND INSULATORS & TEMUKA POTTERY
Factory – Thomas Street, Temuka
Mobile 0275-605605
Email greg.howell@nzinsulators.co.nz