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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 electrical insulators – here in (Thomas Street) 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 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 story. But thankfully, that is not the case ...

We're working hard to bring it back. Most companies would give anything to own a 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 the busy 100% Homemade Café in Mendelson Barn. When they approached us to reopen a Temuka Pottery Shop inside the barn, we jumped at the chance. Now, a year later, with the new shop trading so strongly, the brand may just have a future.

We've been evolving the Temuka range. Launching new product, retiring some old designs, bringing on new shapes, trying to find sustainable price points. We're now doing 'live trials' of short-run fresh designs to gauge the market reaction prior to releasing new ranges. Your feedback is welcome.

We're now in the position to add a second Temuka Pottery Shop retail licensee, in the North Island. We're hoping to emulate what we have in Temuka = an existing boutique café on a main (regional) highway location, with the space to operate a Temuka Pottery Shop. If you know of one, email me.

Thank you again for your support. Tell your friends. As New Zealanders we probably should protect those things that define us as Kiwis. Plus, we need to foster our local (use-it-or-lose-it) ceramic skills. And Temuka Pottery must be commercially sustainable to survive. Your support helps with all three.

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