

NEW ZEALAND INSULATORS



TEMUKA

2020 COMPANY PROFILE

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...

NZI 11kV 300W32
Line Post
Part No. 460818
Made in NZ



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



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

The time has never been so important to buy NZ made and support local NZ manufacturing.

How can NZI compete against the cheap imports that flood into NZ – with their low wages, industry protection and no compliance costs in the developing world? Everyone asks this question of NZI.

Well, we own our 210,000 square foot (under cover) Temuka facility, with cash in the bank. We own our own opencast quarry in Kakahu, and operate with low regional overheads. We’re flexible enough to make specialised products in short-run quantities, plus we have invested heavily in recent years with manufacturing automation and improvements so have enhanced our large run capacity. We contend that our insulators are better than imported product. Every NZI insulator that carries our NZI brand is individually inspected and has been either electrically or mechanically tested (or both) to ensure compliance with the appropriate standards before we dispatch to our customers. We supply a market that knows and trusts NZI product made in Temuka. Yes, our clients agree that NZI provides a price competitive premium insulator offering the best total value cost proposition - even with the US\$/NZ\$ cross rate making imports look cheap. Remember every dollar spent on imports is a dollar taken out of the New Zealand economy, when we realistically need it most, right now.

And when inflation hits the “low cost” imports as the exchange rate worm turns or trading terms change or even a worldwide influenza pandemic (COVID-19) takes hold – NZI will be uniquely positioned and still here supporting the New Zealand economy and our Electrical Industry. Better still, we have an electricity industry which knows and trusts NZI product that’s manufactured in Temuka, and those customers express a desire to support locally-made product.

Our quality, pricing, staff and business principals are our competitive edge. Only products made in Temuka carry the NZI badge. Our clients can have certainty when they select the NZI brand, they’re buying quality products manufactured right here in Temuka, New Zealand.

Of course, New Zealand Insulators also represents some global brands – including DTR (Korea), NGK Stanger (Australia), Payer (Canada), Avon (NZ), GIG (Ukraine), Fulton (Australia), EATON / Cooper Bussmann (UK & India), Polesaver (UK), Long and Crawford (UK), Long Controls (UK) and Narada (China). Our 2020 Catalogue or website are the best ways to evaluate NZI’s complete core stock product range.

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

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

New Zealand Insulators came to be when National Electric (NEECO) took over the Canterbury Pipe & Tile Company in 1924.



Temuka HQ



Auckland Branch

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

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 50s and 60s saw infrastructure spending, and NZI's workforce grew to around 250.

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

Across the 80s and 90s NZI had some good years, and was split into three divisions with the Low Voltage division having its own site in Ashburton. The business at peak employed more than 400 people, and 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. A sales decline of that magnitude is hard to accept.

Imports from low cost country manufacturers offering low cost, quality/reliability and customer service extended their market share in NZ. Although, as we all know now, it is seldom achievable for importers to maintain those positions. It took several years for many customers to fully understand the quality proposition that NZI offered then and still continues to offer today.

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

We're not crying about having lost market share, we've focussed on winning some back using an honest and reliable approach to do that.

Since April 2011, production staff in Temuka has grown from 28 to 60+ as we responded to increasing demand.

So now it's 2020, we remain part of Tom Sturgess's Tiri Group (www.tiri.co.nz) and enjoy supportive well-funded private ownership. Our 2020 Catalogue is a testament to our growth. We are chipping away, winning customer support with honest reliable business, ensuring our new initiatives settle in and looking to advance and continue making NZI strong from the inside out.



New Zealand Insulators – since 1924

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



The NZI brand stands for trusted reliable quality. 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 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
- > Connectors
- > Disconnects
- > Pole Mounted Cut-outs
- > Fuse holders
- > J-Type Fuse Carriers
- > Busbar Supports
- > DMC Standoffs
- > Fast lug Connectors



Sub, Isaac, Peter C, Andrew, Sharleen, Daniel, Evan, Phil, Toby, Kaleb and Gary A



Dwayne



Megan



Evan Watson

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

DTR Electric (Korea)

Polymeric Polymer Strains
Polymeric Line Posts
Polymeric Surge Arrestors
Polymeric Station Posts, Standoff & EDO

EATON Cooper Bussmann (UK & India)

Industrial Fuse links
House Service Fuse links
J Type Fuse links
DIN Blade Fuse links
12kV Fuse links
Expulsion Fuse links
DIN Disconnects
High Speed Fuse links
Bottle Fuses
Cylindrical Fuse links
Red Spot Fuse holders
Camaster Fuse holders

GIG (Ukraine)

Glass Disc Insulators for Distribution
Glass Disc Insulators for Transmission

AX Brand (various)

Spindles
Clevis Thimbles

Payer (Canada)

Preforms

Avon (NZ)

Line Hardware

Fulton (Australia)

Earth Rods
Earthing Accessories
Clamps & Connectors

NGK Stanger (Australia)

EDO/HVI Dropouts
ABS & SF6 Gas Switches
LVI/LVFI Links
NSD Disconnects

Polesaver (UK)

Composite Pole Sleeve

Long and Crawford (UK)

MV Switchgear OEM Spares
MV Switchgear Refurbishment

LCL (UK)

PowerDrive Actuators
PowerFuse
Substation Products
Site Service and Training

Narada (China)

Battery Energy Storage Systems
Lead Carbon Batteries
Off-grid Energy Solutions
Peak/Load Shed Solutions



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

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

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



Our primary goal now that we have NZI back into growth mode – is to improve our sales, marketing, product range and pricing so that New Zealand's electricity industry can once again have NZI as a cornerstone specified brand.

Our long-term goal is to keep growing the business to employ more New Zealanders and provide Careers paths for our youth with the NZ Electrical Industry.

Our second goal is to ensure NZI is a thriving, sustainable business so that when our centenary in 2024 comes around, it will mean we've done all that 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 are very particular about manners in the workplace. That's nothing

too weird – just greetings, farewells, respecting elders, treatment of visitors, never a bad word spoken about our customers, no raised voices and correct use of email, eliminating the word 'they', no blaming, no gossiping.

Our other big thing is attending to the needs of our 5 various stakeholders – Customers, Staff, Suppliers, Shareholders and the Community. Excellent businesses (in our view) ensures that the needs of all five are balanced in a sustainable way.

NZI continues to focus on the environment by recycling and reusing all waste in our factory. We encourage customers to return old insulators to us so we can recycle them. Since 2016 we have recycled in excess of 616 tonnes of waste porcelain, plus we have utilised all waste from our own production line. The utilisation of our (EMS) Environmental Management System provides constant testing and monitoring to ensure NZI's continued focus on improving the sustainability of the environment, not only at our site, but for the whole of New Zealand and the generations of staff who will follow us.

We've employed more staff, our factory volumes are up, our Auckland office and distribution centre are well established – but it all comes back to our primary goal of keeping NZI in growth mode.

If you're in a position to help NZI, New Zealand, the sustainability of our local manufacturing and the New Zealanders who work inside our business, then please do so.



Garry V, Warren, Darren, Maureen, Debbie, Robin G and Sheryl

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



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WEBSITE

www.nzinsulators.co.nz



Bev, Heather, Mandy, Peter, Ian and Eve
(Temuka Office)



Quinton, Andrew, David and Chris (Auckland Branch)