





MASTERCRAFT®

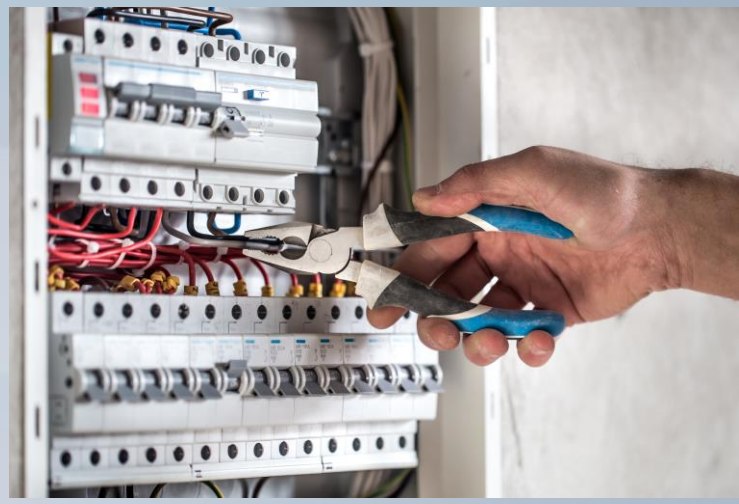


Communication Day

Friday 4 November 2022

Double Tree, Karaka

Auckland







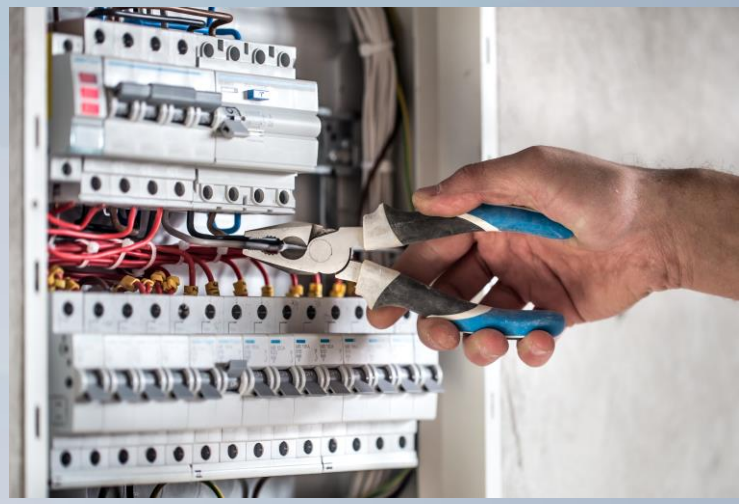


MASTERCRAFT®



Group General Manager

Kevin Belz



Our Purpose

To be New Zealand's most trusted Kitchen, Electrical & Plumbing brand

MASTERCRAFT KITCHENS

Our Values

MASTERCRAFT ELECTRICAL

MUTUAL - in all our relationships

RELIABLE – we do what we say

PASSIONATE – we're in boots and all

GROUNDED – we're down to earth





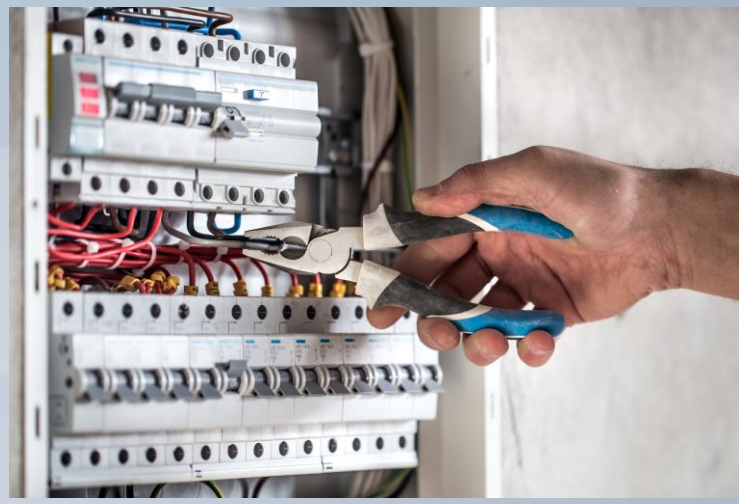


MASTERCRAFT®



Taking Your Business to the Street

Dave Wilson - Kevin Belz



Market Volatility

Recession or not, we're in volatile/uncertain times…
Inflation, interest rates, staff, net migration, an election

Any downturn is a huge opportunity

Businesses that are smart, do not let the market happen to them

We can learn from previous tough times and ensure we do smart things in good times

We can be lulled into a false sense of security/ability

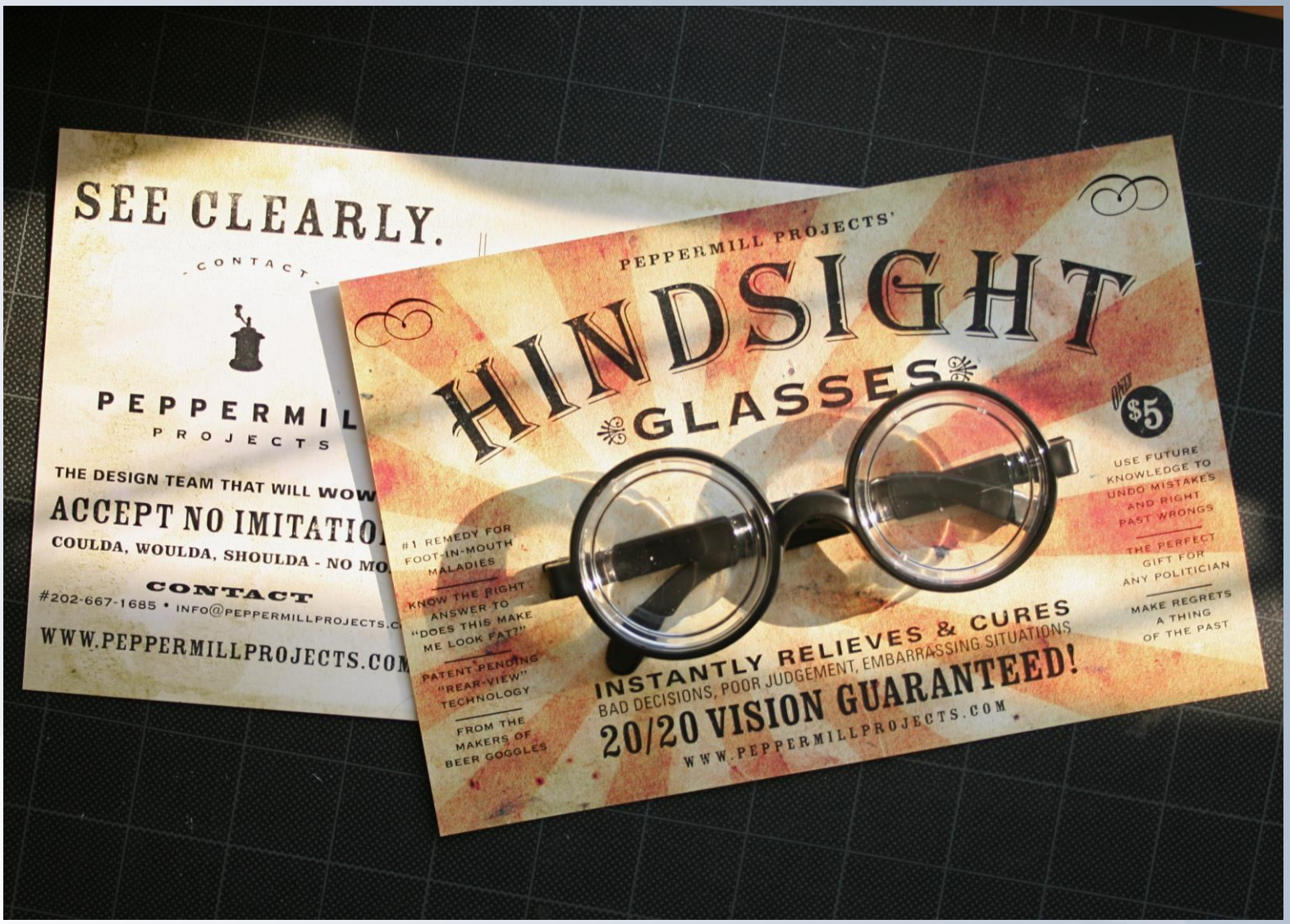
It's too late when you finally notice you're in a hole



MASTERCRAFT KITCHENS

20/20 Hindsight

MASTERCRAFT ELECTRICAL

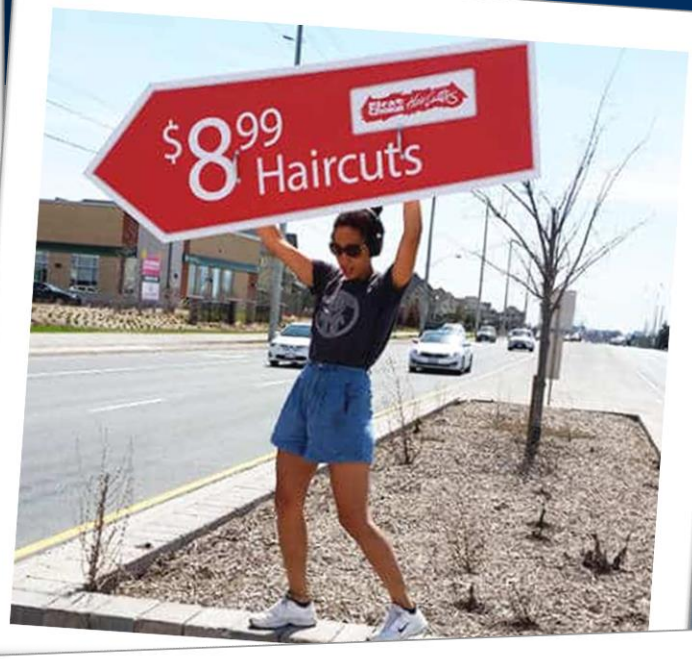


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MASTERCRAFT
ELECTRICAL











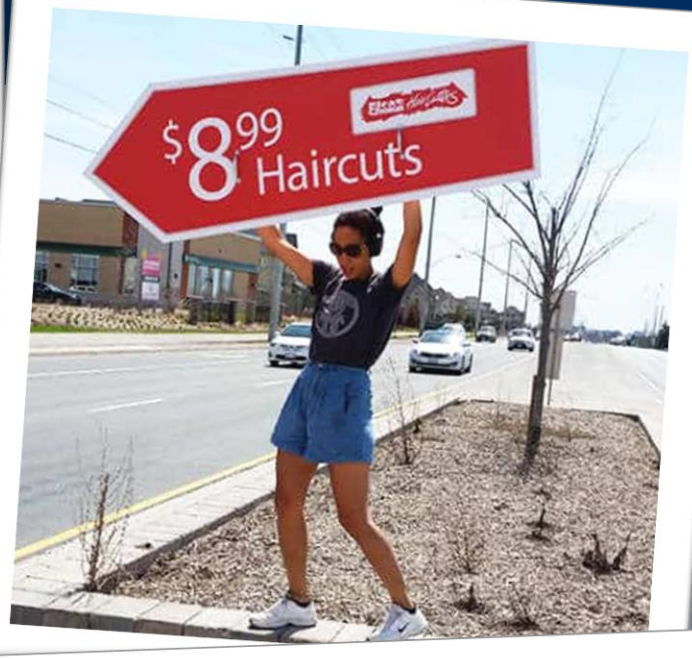


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KITCHENS

MASTERCRAFT
ELECTRICAL













MASTERCRAFT KITCHENS

Relentless Pursuit of a Smart Business 24/7

MASTERCRAFT ELECTRICAL



- **ACT NOW** – *the slowest will be the worst hit*
- Be **CUSTOMER CENTRIC** – Understand and own your sales process
- Eliminate **SLIPPAGE** on all jobs
- Don't accept **BAD DEBTS** or rely too heavily on a few customers
- **PROTECT YOUR MARGIN -** *Back costing; don't buy business*
- **REDUCE OVERHEADS** *Cut the fat and become more efficient*
- **MARKETING and PROMOTING** your Brand and Business - *Take your business to the street*
- **COMPETITOR KNOWLEDGE** – Truly know your best competitors
- **CONSTANTLY INNOVATE** – *If you always do what you've always done..!*
- Explain why Clients should work with you – **YOUR USP's**
- Remember, **YOU** are the **STRONGEST ASSET** in your business







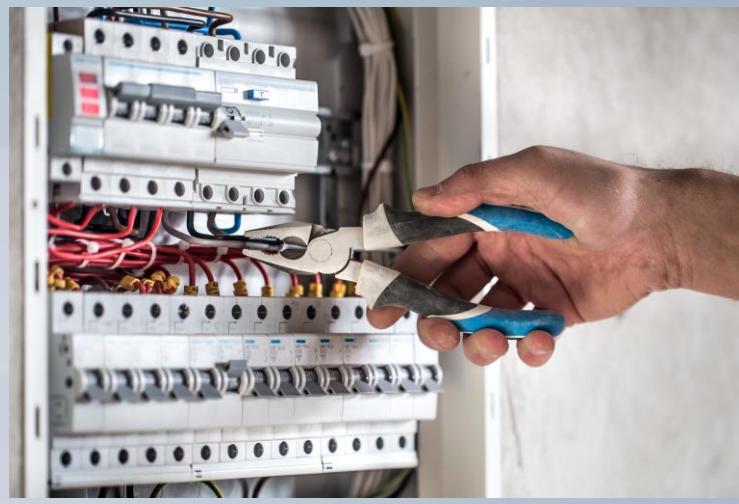
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Induction Cook Tops

Universal Granite – James Pere

National Sales Manager









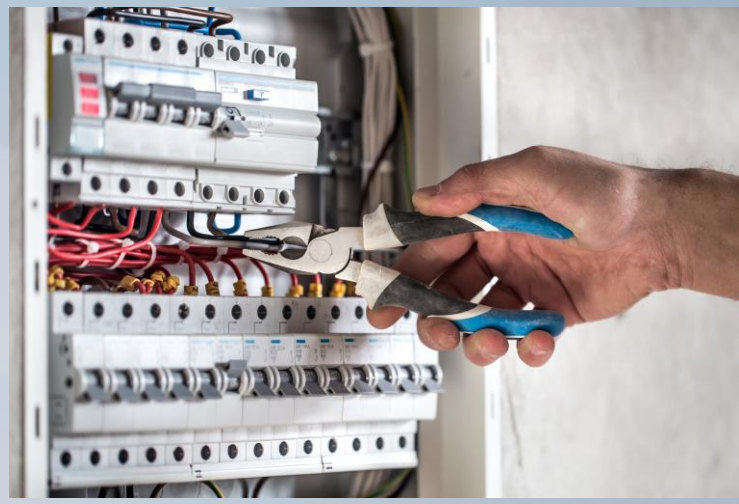
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Laminex New Zealand

Sarah Evaroa – Category Manager

Jeff Tutt – National Sales Manager









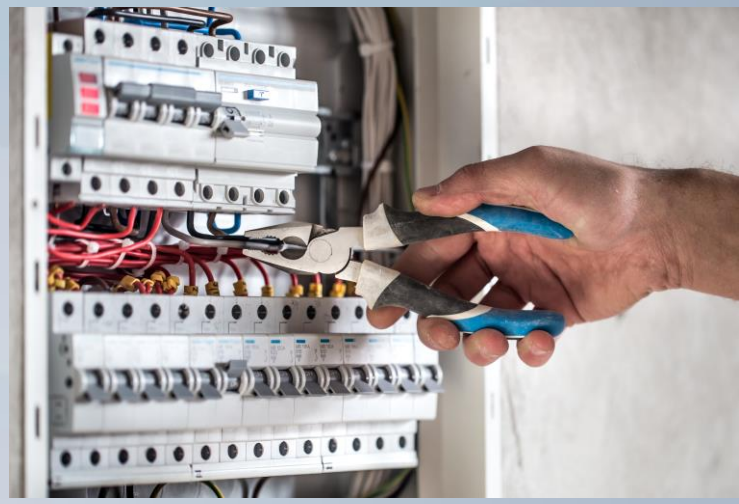
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Blum

Michael Hawkins – Managing Director

Joseph Eggles – National Sales Manager







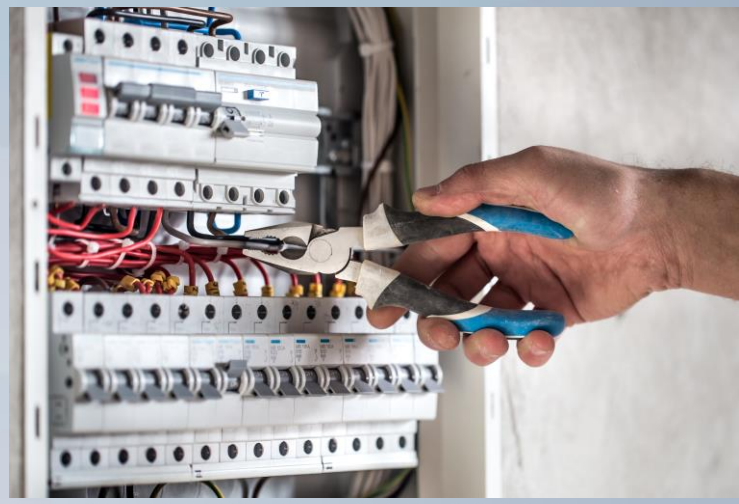


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GFL Benchtops

Madelina Kalpou
Architectural & Specification Co ordinator







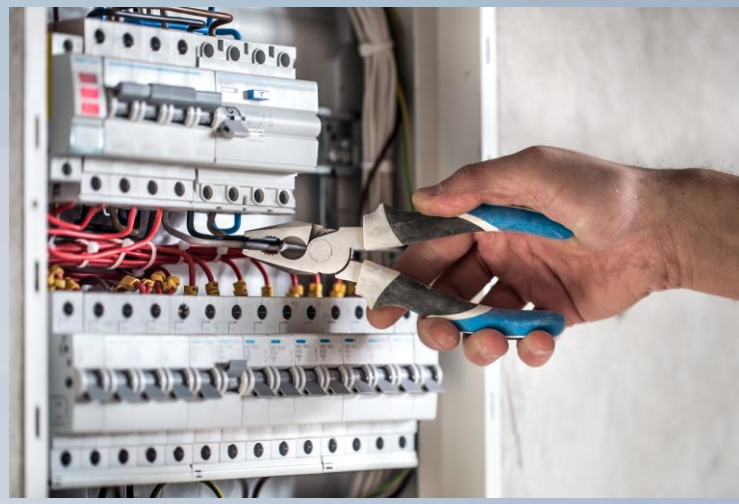


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Mastercraft Shop

Luke Boustridge







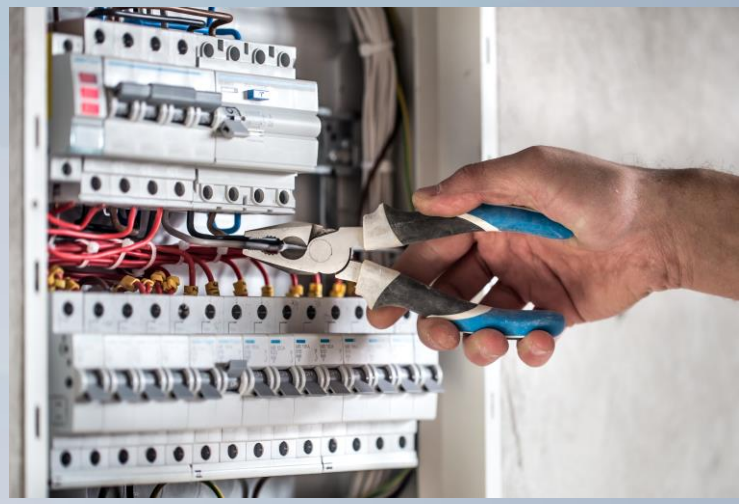


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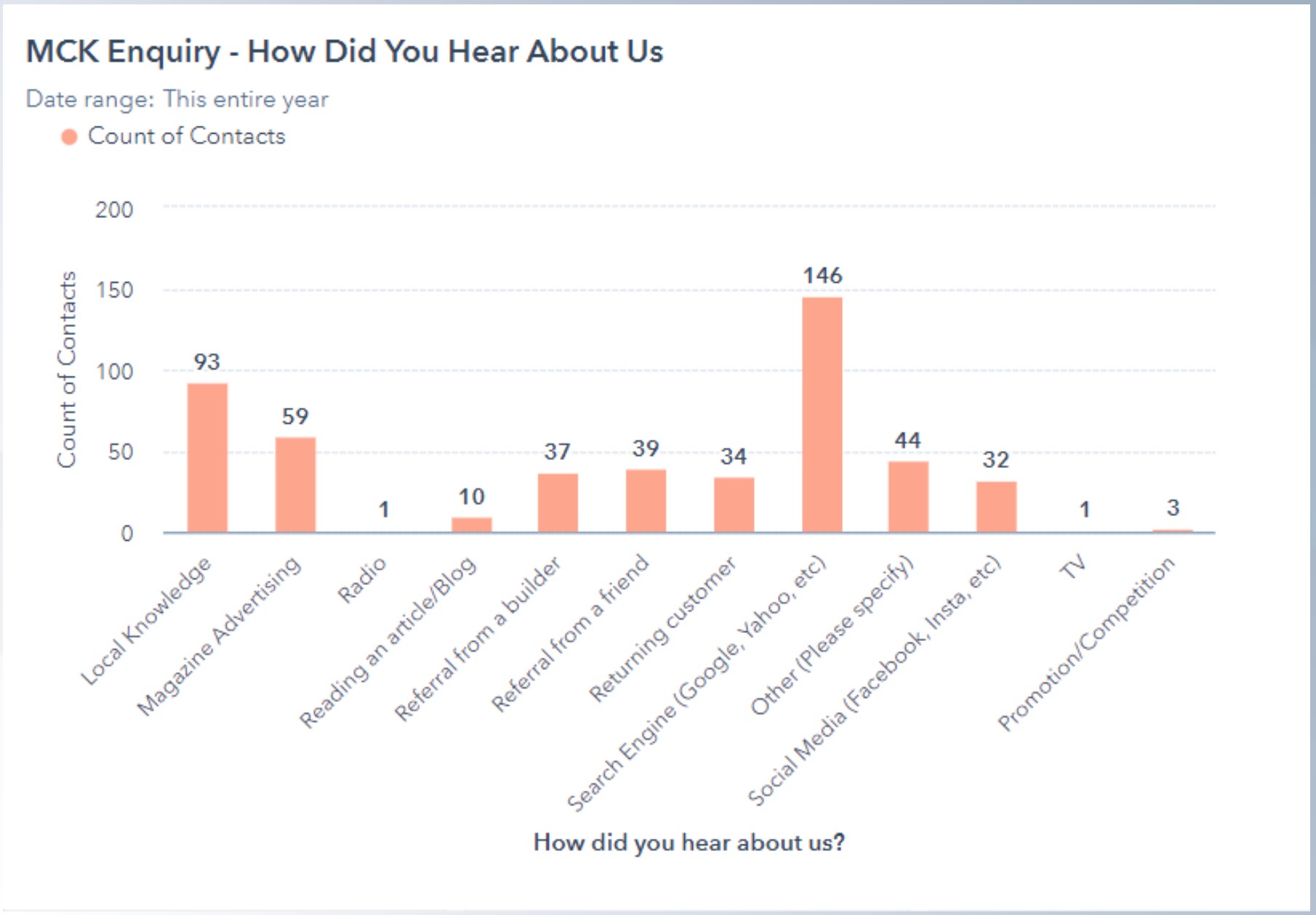
Group Growth Fund Update

Dave Wilson



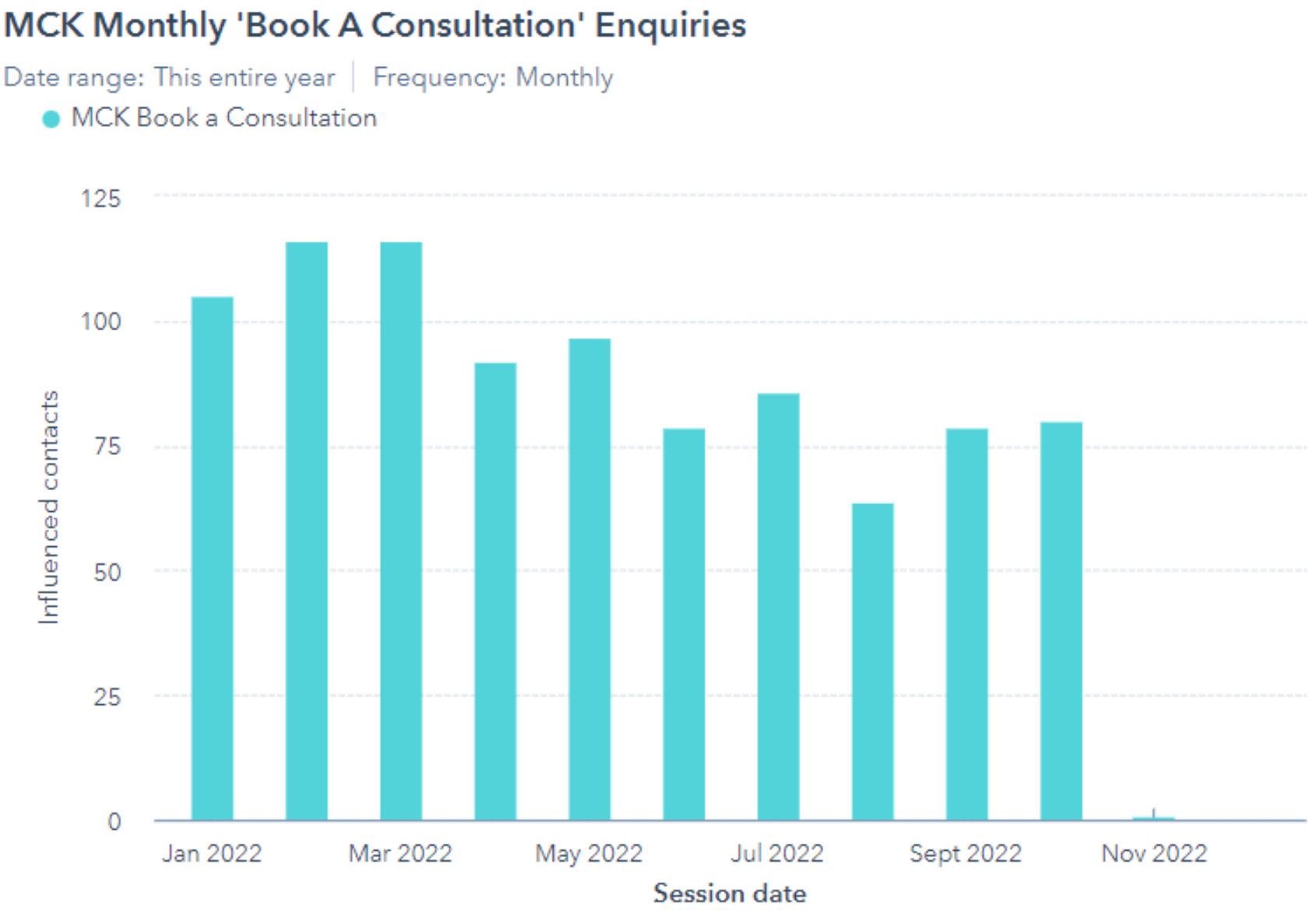
MASTERCRAFT KITCHENS

Stat's and Analysis

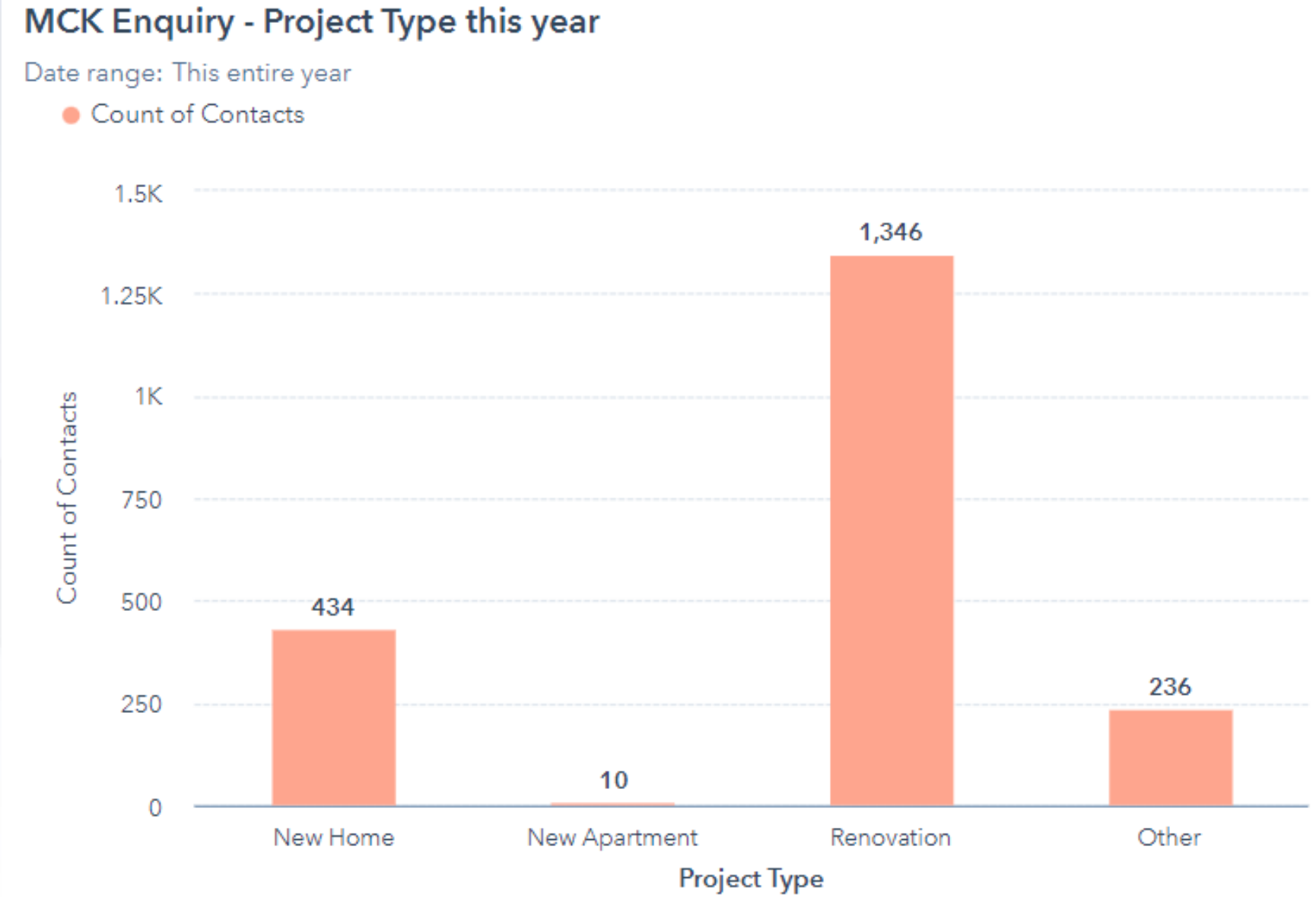


MASTERCRAFT KITCHENS

Stat's and Analysis

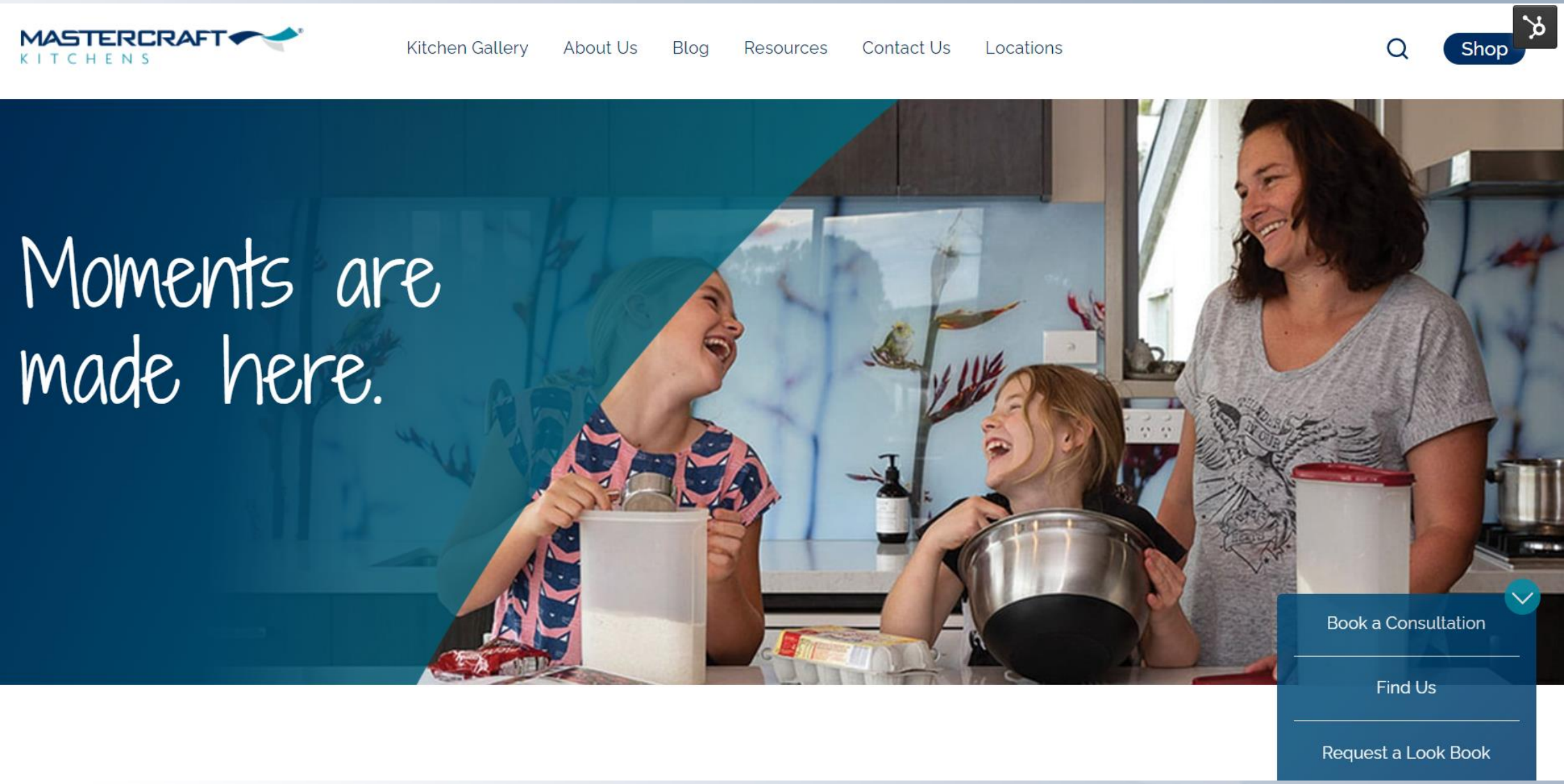


Stat's and Analysis



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New Website



MASTERCRAFT KITCHENS

notions



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MASTERCRAFT KITCHENS

NZ House and Garden









MASTERCRAFT KITCHENS

Habitat Magazine



MASTERCRAFT KITCHENS

NZ Kitchens & Bathrooms Qtrly



COUNTRY CHARMER

"Wow factor" is a term often overused in interior descriptions, but in this classic farmhouse kitchen, it's everywhere – in the vast layout, in the handmade, hand-painted fireclay tile splashback, and in the leadlight windows, timber detailing and mouldings that complement the older home's original features.

Indeed, wanting a room that would fit in with the character of the home, authenticity was a big part of the clients' brief and designer Malcom Butler, of Nigel Molloy Joinery, began with a feature butcher's block. Crafted from a collection of native timbers, sourced from the property's farm, it forms the centrepiece of the room and ties together the varying timbers present in flooring, doors and windows, and in the corbels and top mantle set above the freestanding stove.

It is matched with hand-painted, sunken-panel, face-frame style joinery – made from American white oak and Meranti Ply – and topped with square-edged Caesarstone in Rugged Concrete. The practical surface was chosen for its durability and slightly weathered appearance.

An adjoining barn-style door, ornate handles, sourced from the UK, a ceramic butler's sink, and an elaborate kitchen mixer tap and pot-filler complete the country farmhouse scene, culminating in a character-filled room utterly in keeping with its charming setting.

Design Malcom Butler of Nigel Molloy Joinery

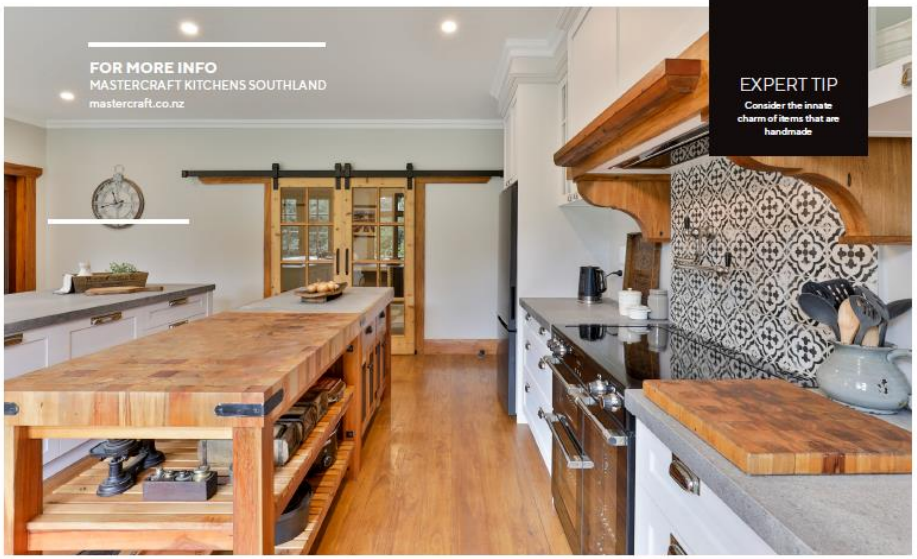
WE LOVE

The workmanship present in even the smallest details, from the carefully crafted butcher's block to the hand-painted splashback tiles

FEATURE FOCUS

Cabinetry Hand-painted American white oak and Meranti plywood
Hinges & drawers Blum/Hettich
Bins Häfele
Benchtop Caesarstone
Splashback Handmade tiles
Oven & Cooktop Belling
Rangehood Fisher & Paykel
Dishwasher Fisher & Paykel





FOR MORE INFO
MASTERCRAFT KITCHENS SOUTHLAND
mastercraft.co.nz

EXPERT TIP
Consider the innate charm of items that are handmade





MASTERCRAFT KITCHENS

NZ Kitchens & Bathrooms Qtrly



IN FULL VIEW

With floor-to-ceiling views of Tairua and Pauanui as its backdrop, there's a floating sensation to this evocative newly built space. The feeling is intensified by the elegantly understated aesthetic of the kitchen, which is clearly intended to complement, rather than compete with, its natural surroundings.

The home's owners requested a kitchen that made the most of the view and designer Carol Harker of Mastercraft Whitianga has achieved this exquisitely, ensuring a vista from the sink, the stovetop and even the coffee station.

Materials have been selected to harmonise with the location too – natural American oak for the joinery, stainless-steel benchtops by the stove, and a generous slab of Titanium Gold granite applied to the island countertop.

Integrated handles streamline the fitout, as does a timber-look light feature above the island, and a grid of blue-green tiles on the splashback mirror the colour of the ocean in the distance. Stainless-steel appliances and a chrome mixer inject functionality into the space and abundant storage is concealed within a multitude of drawers within drawers, and a well-organised pantry fitout.

The brief was to create somewhere for the busy owners to relax and unwind, and suspended above the landscape, this open-plan area does just that.

Design Carol Harker
Build Mastercraft Kitchens Whitianga

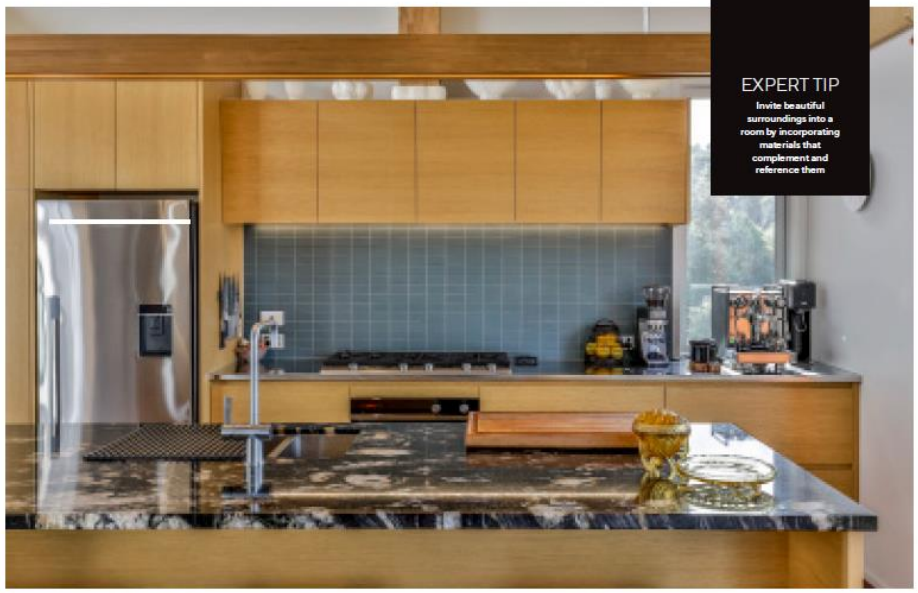
WE LOVE

That there's a view from every conceivable workspace

FEATURE FOCUS

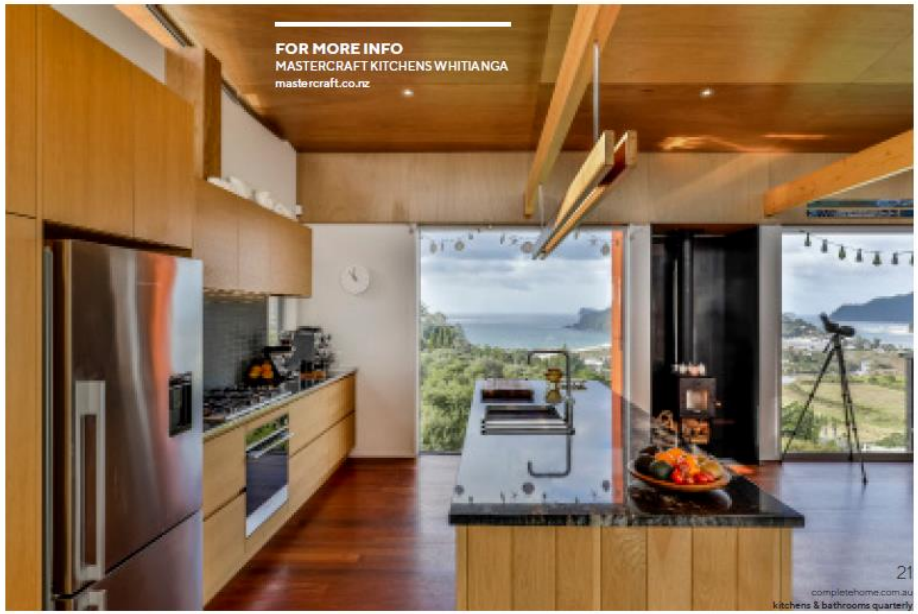
Cabinetry American oak
Hinges & drawers Hettich
Bin Integrity
Benchtop Titanium Gold granite and stainless steel
Splashback Tiles
Oven Fisher & Paykel
Cooktop Electrolux
Rangehood Sirius
Dishwasher Fisher & Paykel
Refrigerator Fisher & Paykel
Sink Ikon Mesa





EXPERT TIP

Invite beautiful surroundings into a room by incorporating materials that complement and reference them



FOR MORE INFO
MASTERCRAFT KITCHENS WHITIANGA
mastercraft.co.nz

MASTERCRAFT KITCHENS

NZ Kitchens & Bathrooms Qtrly





EXPERT TIP

To enable one feature to shine – like the brass details included here – keep all other elements understated and simple

BOLD AS BRASS

Sometimes kitchens are designed to blend in. At other times they're intended to make a statement. Clearly, this showstopping space was the latter.

"Be bold and bring the bling," was the request from this galley kitchen's brass-loving owners and there can be little doubt that Mastercraft Kitchens delivered on the brief. In pride of place behind the cooktop, the mosaic, brass-tiled splashback is the first thing guests notice. On closer inspection though, the shiny brass highlights extend further – the geometric drawer and door handles, the relief of the joinery trim, and the eye-catching double-bowl undermount sink.

Brilliantly juxtaposed against concrete-look countertops and deep-blue matt joinery, the brass features add just the right touch of shimmer, and with minimalist black detailing in the form of the understated barstools, mixer and overhead pendant, the result is one of dramatic sophistication.

Intended to make the kitchen the focal point, the surrounding zone has been kept low-key, with whitewashed flooring and pale-grey and white walls allowing it to sing. It's not all about show though. Appliances have been carefully chosen and positioned to ensure functionality and behind the scenes, a discreet butler's pantry provides ample storage and preparation space for entertaining.

And entertaining seems to be a given in a sensational, showy space like this one!

Design Katie Forrester
Joinery Carroll's Joinery





WE LOVE
The glamorous feel achieved with eye-catching brass features

FEATURE FOCUS
Cabinets Prime Panels
Panels Prime Panels
Benchtop Concreto Suave
Splashback Tile Warehouse
Kickboards Prime Panels
Lighting PDL Iconic
Sink Vita

FOR MORE INFO
MASTERCRAFT KITCHENS
WAIRARAPA
mastercraft.co.nz

MASTERCRAFT KITCHENS

NZ Kitchens & Bathrooms Qtrly

7,500 Look Books sent out with October NZKBQ



$2,200

MASTERCRAFT KITCHENS

2023 Look Book




IN THIS GUIDE
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So, you're embarking on a kitchen renovation! It's a super exciting journey, and we'd love to join you in transforming the most important part of your home into a place that not only looks stunning, but is where you love to come home to, and spend precious moments in.
Warning – you may never want to eat out again!
Hold on tight and enjoy every moment
this journey!
Moments are made here
EXCLUSIVE 10 YEAR CRAFTSMANSHIP GUARANTEE
KITCHEN
Renovation Guide
Kitchens
MASTERCRAFT KITCHENS
2023 EDITION





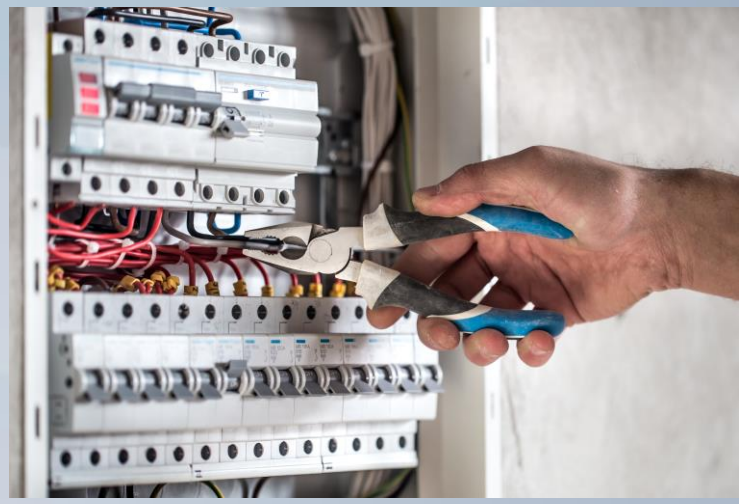


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KITCHENS



Trees for Survival

Mitch Laverick



Trees for Survival

Recap – What is Trees for Survival?

Trees for Survival is a charitable trust that works with 197 schools and local communities across New Zealand to grow and plant native trees along waterways and on erosion prone hillsides. They operate an environmental education programme which provides an opportunity for school children to rejuvenate the country's landscape as well as learn about conservation, revegetation, wetland restoration and protecting stream quality.





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Trees for Survival

Highlights:

- 4,791 students
- 357 Teachers
- 844 Parents / sponsor support
- 120,000+ native trees planted this year
- Growing to almost 200 Schools across NZ in 2023
- Covering Auckland, Waikato, Bay of Plenty, Taranaki, Northland & Queenstown
- Expanding to Gisborne & Whangarei in 2023

TREES for Survival

MASTERCRAFT KITCHENS

Trees for Survival



Clive and Sue Roberts from Mastercraft Kitchens Whangamata
With Pakuranga Intermediate students in Clevedon

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Trees for Survival



Kevin’s Mastercraft Ute and students from Waiau Pa School in Karaka

MASTERCRAFT KITCHENS

Trees for Survival



Kevin pretending he knows what he is doing

MASTERCRAFT KITCHENS

Trees for Survival



Dave planting with students from Omanu School up Mount Maunganui

Trees for Survival

TREES for Survival

Mastercraft Kitchens supports Trees for Survival

Learn more



Give a tree

Visit the **Trees For Survival** website and give a tree or donation. All of your contribution goes towards supporting the kids who plant native trees to protect Aotearoa

Donate

TFS on our website

Trees for Survival

National Kitchen Brand In ‘boots And All’ With Kids Planting Native Trees

Friday, 19 August 2022, 12:44 pm
Press Release: Mastercraft Kitchens

Leading New Zealand kitchen brand, Mastercraft Kitchens, has announced a significant partnership with charitable trust, Trees for Survival. This initiative will see the manufacturer contributing to the education of students whilst making a practical difference to New Zealand’s environment.

Press release

MASTERCRAFT KITCHENS

Trees for Survival

shop.mastercraft.co.nz



Would you like to donate to Trees for Survival?

$5.00

Tax included. Shipping and discounts calculated at checkout.

Quantity

− 1 +

Add to cart

View full details →

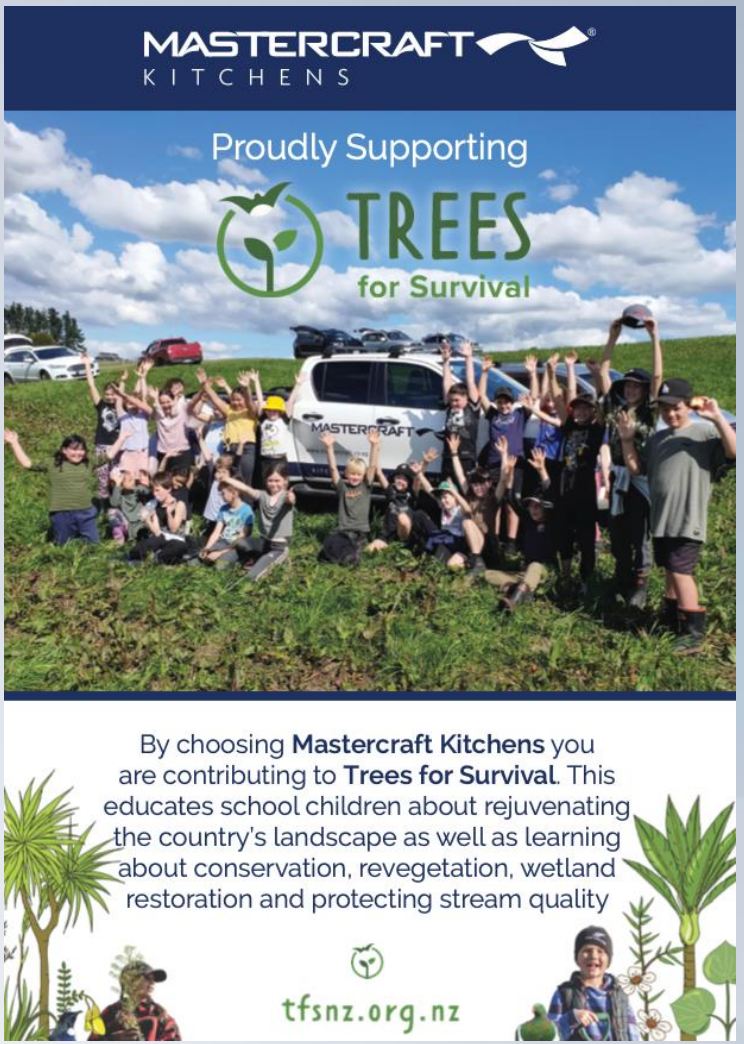
TFS on in our shop

Trees for Survival

Marketing Collateral



A5 Flyer



A3 Poster



A4 Strut Benchtop Card

Trees for Survival

What can we do?

- Use TFS as a point of difference in our brand
- Encourage local Schools to get involved
- Attend planting days
- Post pictures on social media
- Follow TFS on Facebook and Instagram





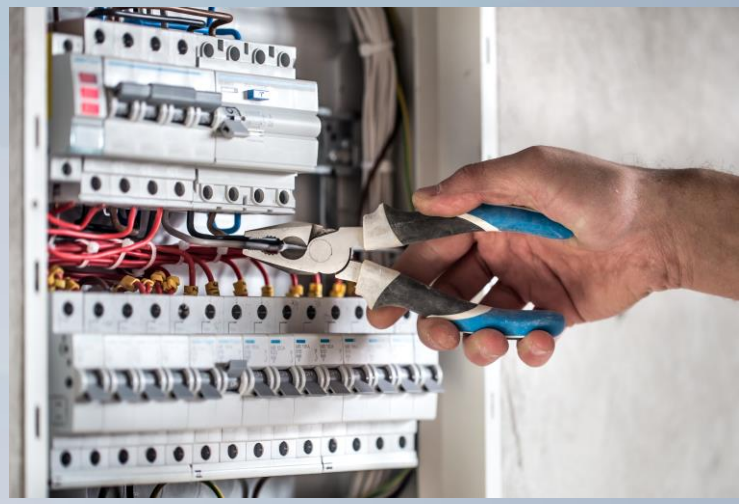


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KITCHENS



Brand Standards

Mitch Laverick



Brand Standards

What's the plan?

- Update of Brand standards in 2023
- Encourage co-branding
- Vehicles
- Working together

MASTERCRAFT KITCHENS

Brand Standards



Update for 2023

Focus on Co-Branding

Working together



MASTERCRAFT KITCHENS

Brand Standards



Mastercraft Otago - **Mosgiel Kitchens Ltd**

Brand Standards

Co-Branding











Our brand





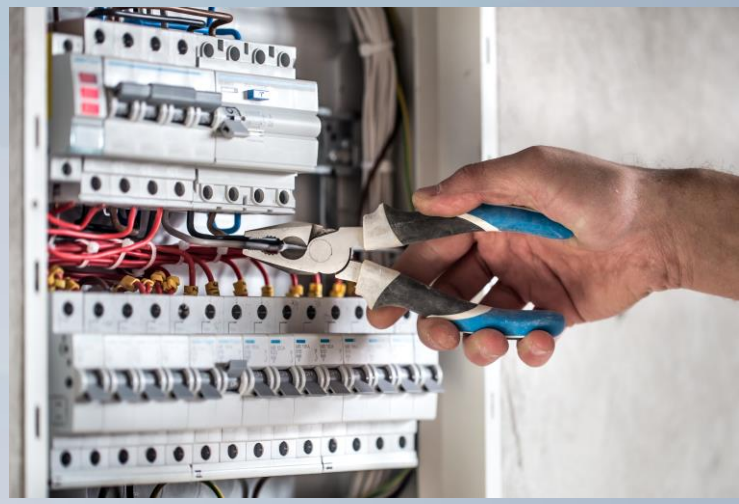


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Photography

Mitch Laverick



Photography

Photography in 2022?

- Amazing kitchens!
- We need more
- Photography process
- People photos
- Look Book 2023



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Photography



Kaitaia

MASTERCRAFT KITCHENS

Photography



Tauranga

MASTERCRAFT KITCHENS

Photography



Southland

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Photography



Otago

MASTERCRAFT KITCHENS

Photography



Ashburton

Photography

We need much more

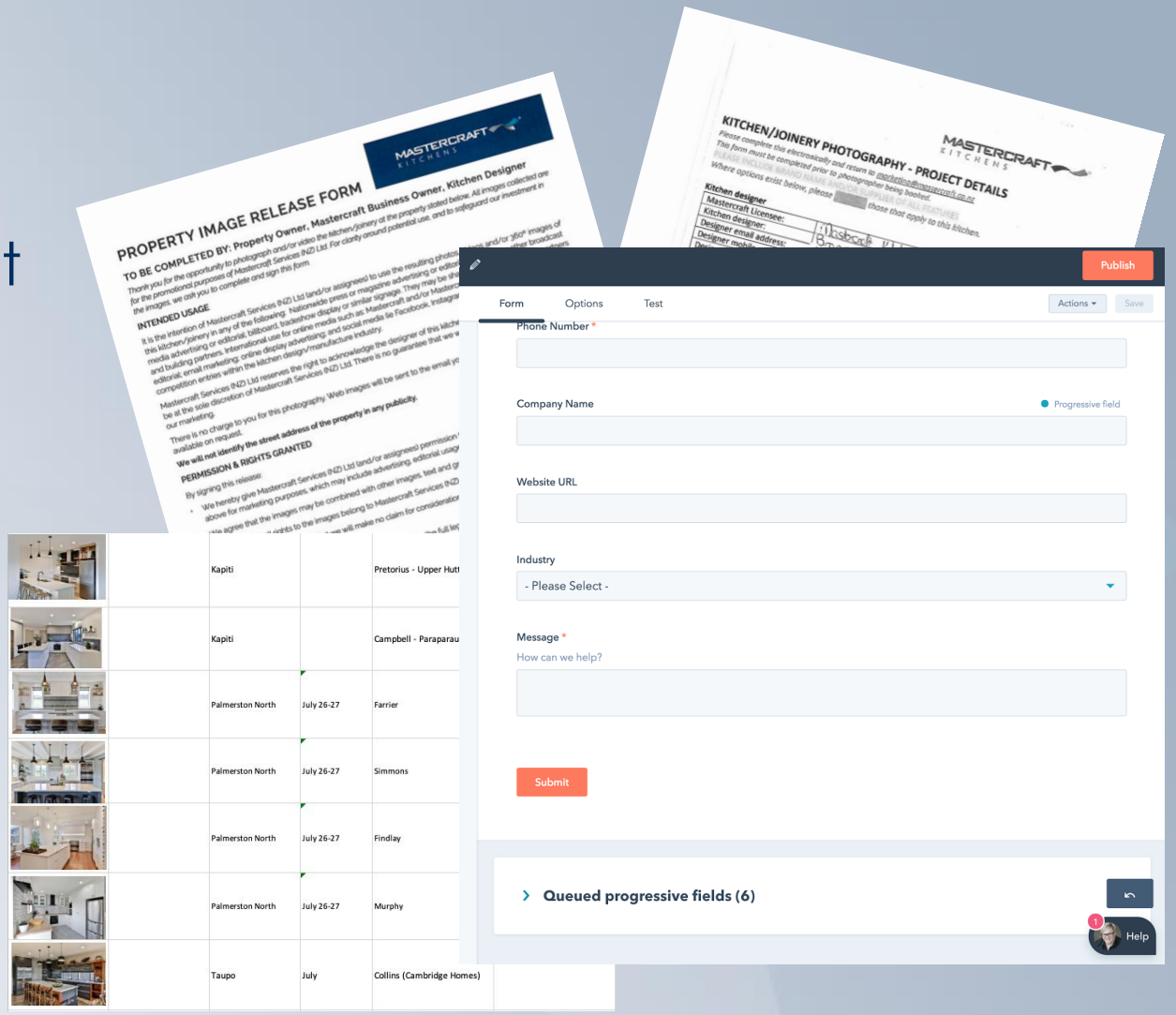


Some have not done photos since 2019…

Photography

Photography Process

- Release forms - HubSpot
- Spec Sheets
- Spreadsheet
- Streamlined process



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Photography

People photos

- Sick of using Dave
- Social Media
- Printed advertisements
- Gift for families
- Cover photos catalogues
- Website features



MASTERCRAFT KITCHENS

Photography

Look Book 2023 is underway.

Lets start thinking about 2024



Last thing from me

Blue pens are on the way and will be available from the MC shop soon







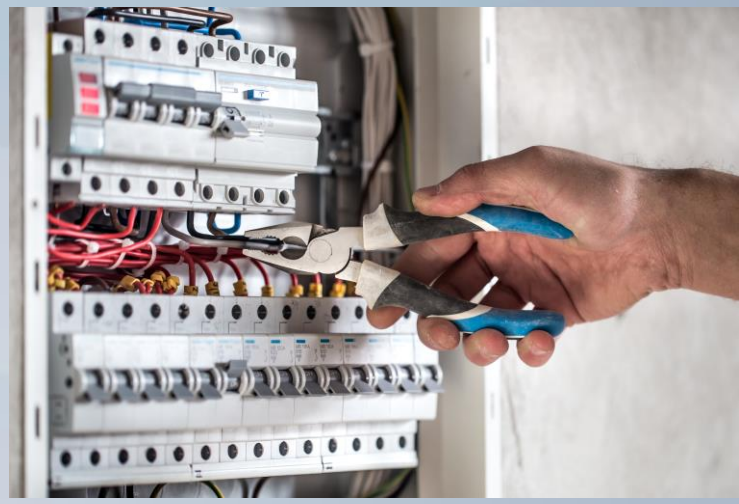


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Around the Regions

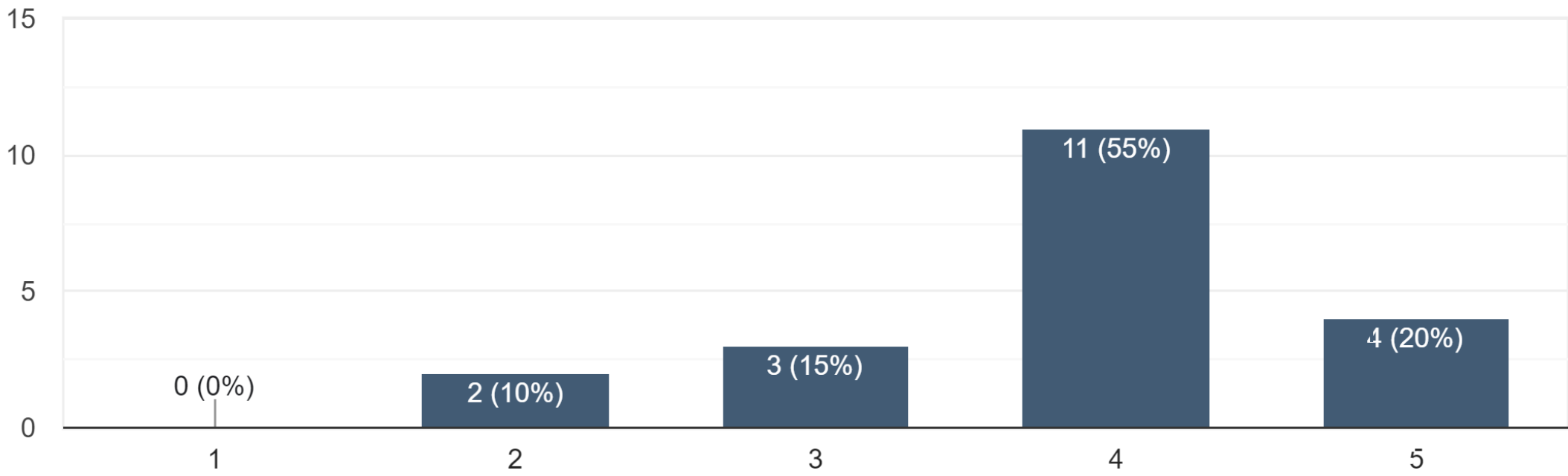
KB/DW



How are sales?

How are your current sales volumes compared to the last 12 months?

20 responses



Awful

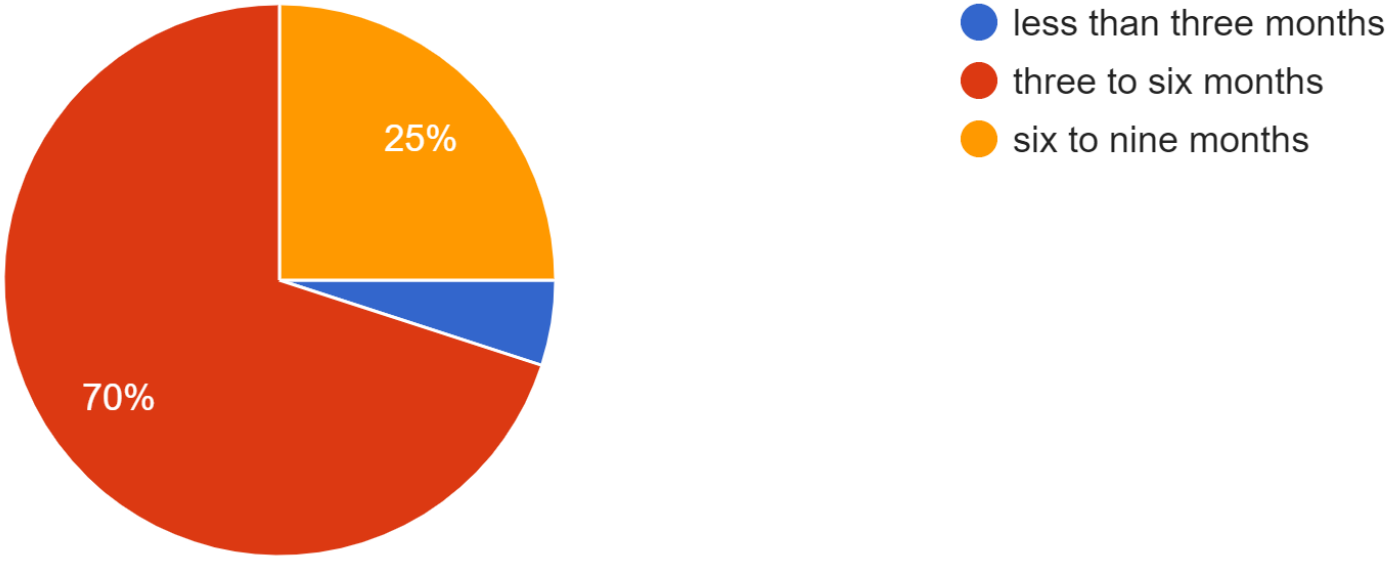
On Fire

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How's the pipeline?

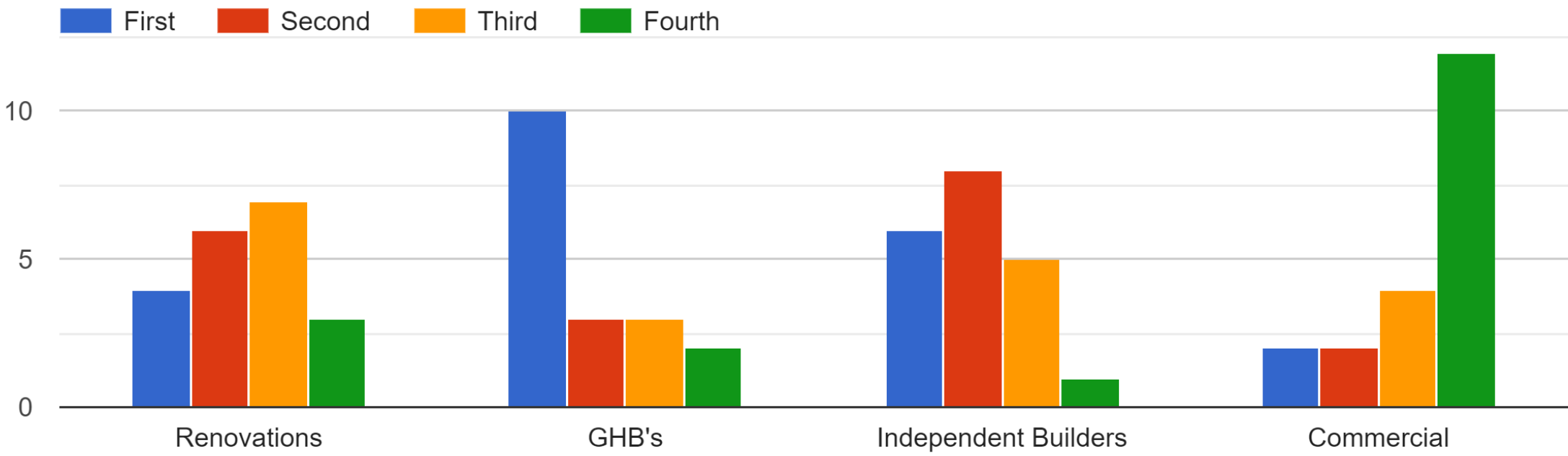
How much forward work do you have in the pipeline?

20 responses



Type of business

Please rank where your business is coming from:









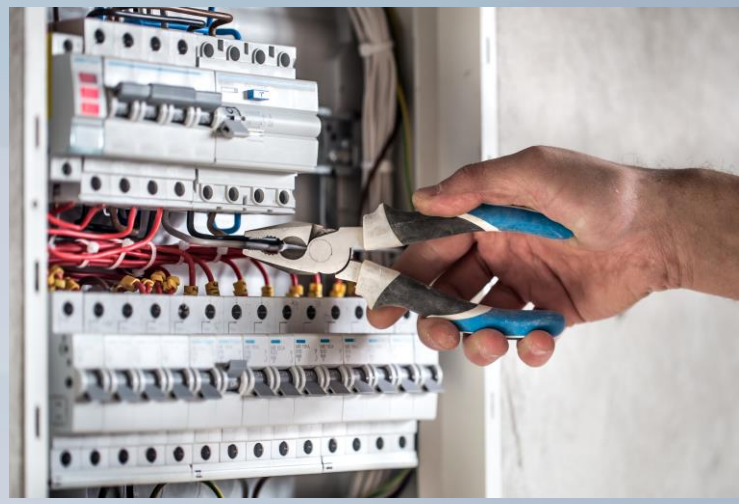
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Montagna Quarzo

Mountain Quartz - Italian

Kevin Belz



Montagna Quarzo



Unique Selling Point (USP) for Mastercraft

12 unique colours

30mm slabs (3200mm x 1600mm)

only available through Mastercraft

Only available through Supply Partner fabricators

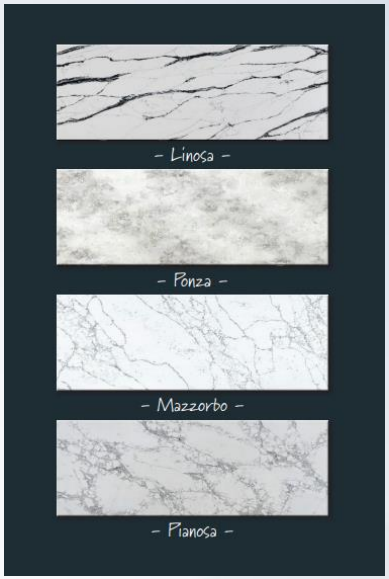
10 year warranty on product

All colours are the same price

3 year supply partner agreement with Universal



Montagna Quarzo



1000 sample booklets available

sample books provided to SP fabricators

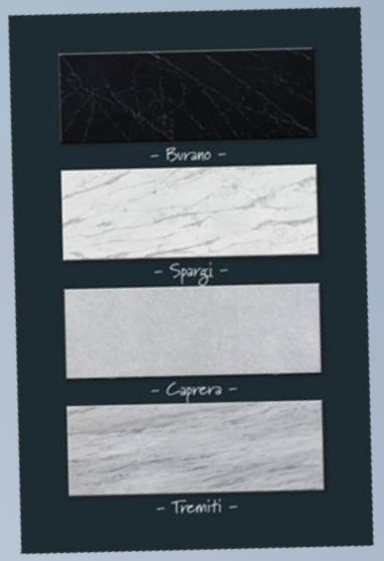
distributed to architects and specifiers

loose samples for customers

order directly from SP fabricator

$500,000 stock due in January 2023

Sample books available from December 2022









MASTERCRAFT



Upcoming Events

Dave Wilson



MASTERCRAFT KITCHENS

Upcoming events

MASTERCRAFT ELECTRICAL

Annual Conference

Wed 8 – Fri 10 March 2023

Napier



Communication Day

Friday 7 July 2023

Wellington

RYDGES
HOTELS • RESORTS

Communication Day

Friday 3 November 2023

Christchurch

RYDGES
HOTELS • RESORTS

MASTERCRAFT KITCHENS

MASTERCRAFT ELECTRICAL



Your Homework

1. Plan for slightly quieter times by taking your business to the street

2. Is being an Accredited Employer for Work Visa's right for your business?

3. Review your lockdown procedures once you have this critical incident plan

4. Electrical Licensees – review your cost recovery for H & S and COC's. Review your fuel pricing.

5. Kitchen Licensees – Educate your staff on the Cooktop offer, Montagna Quarzo, Trees for Survival & photography