New Zealand Panels GROUP



# AN OVERVIEW

June 2022

# WHAT WE’LL COVER:-

- Brief history
- Group structure
- Our brands & products
- Dezignatek
- New showroom



# A BRIEF HISTORY

# FOUNDED IN 2002

## 20 YEARS OPERATING

- Started life in Auckland as Prime Panels, making melamine then veneer panels.
- In 2004 established Dezignatek
- In 2008 put in a second melamine press in Nelson
- In 2009 bought Impey's joinery merchants
- In 2015 bought Bestwood and Kopine. Also South Island joinery merchant Anthony Shearer.
- 2015 - NZ Panels Group established as parent company.



# FOUNDED IN 2002

## 20 YEARS OPERATING

- In 2017 opened purpose-built manufacturing plant in East Tamaki
- In 2018 bought Arborline and integrated into Dezignatek.
- Dec 2021 bought Acero with Mercer sinks manufacturing
- Now the largest manufacturer and distributor of interior decorative surfaces in NZ.
- Three founding directors still involved in the company



# NATIONWIDE OPERATIONS

## Four manufacturing sites:

**Auckland** – panel manufacture: melamine, veneer, acrylic & HPL. Dezignatek thermoform doors/edged doors

**Kopu** - particleboard

**Nelson** – melamine panels

**Christchurch** – stainless sinks & benchtops

## Joinery distribution merchants:

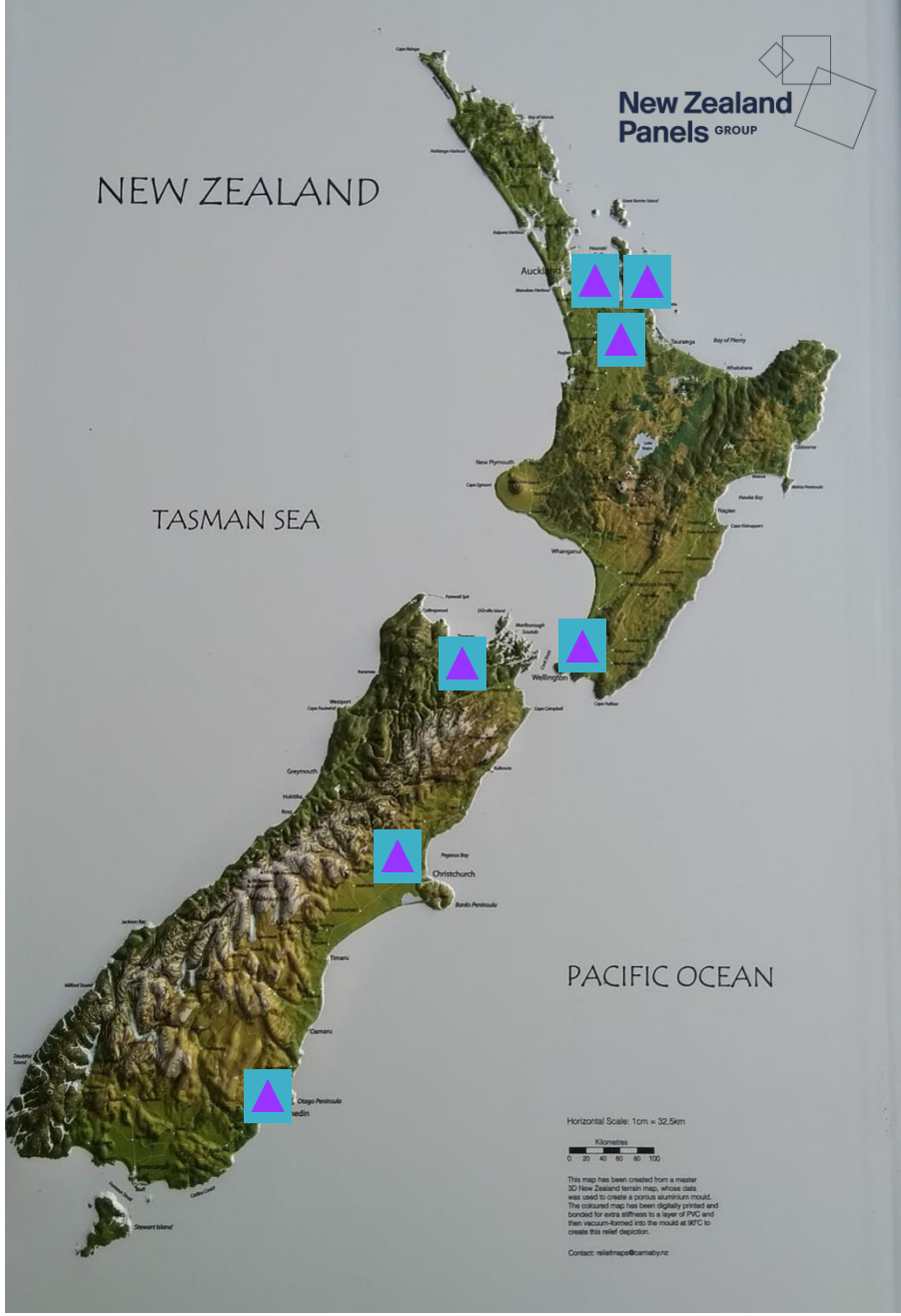
IMPEY'S EST. 1951

Auckland, Hamilton, Kapiti

ANTHONY SHEARER EST. 1948

Nelson, Christchurch, Dunedin

**Plus a wide range of independent joinery & plumbing merchants.**





# PRODUCT BRANDS

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## EVERYTHING, INCLUDING THE KITCHEN SINK…

BESTWOOD®

Veneer & Melamine panels

PrimePanels NZ

Veneer, Melamine, Acrylic & HPL panels.
Engineered stone & HPL for benchtops

Wilsonart®

HPL benchtops

Acero™

Imported sinks, tapware & accessories

Mercer™

NZ made stainless sinks and benchtops

Durasein

Pure Acrylic Solid Surface

KOPINE®

Particleboard flooring & substrates for panels

DEZIGNATEK

Thermoformed doors, drawers & panels
Custom edging for melamine, acrylic & HPl doors


DEZIGNATEK

# PRODUCT

## Doors

- Thermoformed Pressed Doors
- Edged Melamine Doors
- Edged Acrylic Doors
- Edged HPL Doors
- Raw MDF Paint Ready



# PEOPLE

## Staffing / Where

- Auckland
  - 65 Production staff
  - 3 Customer Services  / Admin Staff
- Hamilton
  - 4 Customer Services / Admin staff
- Nationally
  - 5 Account Managers (4 NI, 1 SI)



# OVER COMING CHALLENGES

## Lead Time

- Lead Time blew out – beyond 30 days in some instances
- Lockdowns and Covid through Plant in Feb and Mar Exasperated EVERYTHING…
- 57% of staff hit within 2 weeks – Nightshift completely shutdown.
- 20% loss of staff for various reasons
- Production pipeline schedule peaked at 8 working weeks - Standard is 2 working weeks
- Staffing stabilised – both shifts at full capacity – running plant 24/6.
- Lead times currently for Thermo at 12-15 days - 3 weeks from 10 days being back.
- Edged product at 8 days.



# OVER COMING CHALLENGES

## Quality

- Staffing reduction impacted QC
- Senior Ops staff resetting all QC processes from Board receipt to final checks in packing.
- Key Machines – CNCs, Beamsaws, Edgebanders, Robotic sander, Thermo Presses all being fully serviced during the commencing 3 months.
- Quality expectations key focus



# OVER COMING CHALLENGES

## Communication

- Order status being updated daily to all sales and CS teams to ensure that any comms required to customers is rapid.
- Stocks  - low or out being updated weekly to market.
- Improvement being driven internally to ensure information is quick and relevant to all stakeholders.
- Improved procurement team at NZPG now working with Dezignatek to control and manage key commodity product such as vinyl.



# WORKING ON

## Technology / Product / Factory

- Software implementation team currently upgrading and updating our online ordering portal  - Go-Cabs.
- Cabinet Vision update to 2022 – project underway to increase options to have screen2machine options with drilling becoming a bigger offer.
- Prague and Berlin profiles have gone from zero to top ten profiles within a very short period – design team can prototype design ideas etc from the market.
- Factory tours are available via your sales reps or myself for those wanting to get a closer look  - we see this as an a way to help us improve our offer through insights and feedback during those tours.



# NEW SHOWROOM

## DEZIGNATEK, HOME IDEAS CENTRE



# NEW SHOWROOM

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# THANK YOU



New Zealand Panels GROUP