

## Teknatool International **SUPREME WINNER OF TRADE AWARDS**

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Teknatool International wins in the NZCTA Annual Trade Awards for 2009. Held at Sky City on the 16<sup>th</sup> June 2009, Teknatool took away the award for the Best Investor category and most importantly, also won the much coveted Supreme Award for best overall.

It was the judge's opinion that Teknatool demonstrated *"Outstanding commitment to growing trade and opportunities for NZ in China, consistently delivering complex and state of the art technologies, whilst remaining true to their core strengths and juggling the demands of a global operation."*

The DVR (Digital Variable Reluctance) technology developed by Teknatool has received much attention and acclaim worldwide for its innovative motor development, but this is the first formal award the company has won for its processes in business and trade in China.

Teknatool International manufactures high end consumer durable and stationary power tool products for the home woodworker/DIY workshop, including machines, electronic controllers, motors and supporting accessory products.

They have been manufacturing since 1955 and exporting since the early 1980's. It now exports to over 15 different countries, although their largest current markets are in the USA and Western Europe. They have identified new markets in the domestic China market, particularly for our new DVR motor application, and will be attending the Canton Fair in October with their own independent booth.



*The certificates for Best Investor and the Supreme Award, and trophy for the Supreme Award. Cast in solid glass, it depicts the 'Silk Road' of China and it's opportunities.*

In 2005 they shifted their manufacturing base from NZ to China. Their head office in NZ retains high value R&D (what they call Category 4: unknown, pioneering research & design) sales and marketing, and other support functions.

In China they own Qingdao Teknatool International Manufacturing Company. It is wholly owned by Teknatool International Ltd (NZ). They manufacture and export from their Qingdao manufacturing base.

Their facility in China consists of a 6 acre manufacturing base, with R&D (mainly responsible for what they call Category 1-3 projects) and support offices, CNC workshops, electronic clean room, assembly and so on.

17<sup>th</sup> June, 2009

*"It's exciting for the company and our teams here in NZ and in China" says Roger Latimer, Managing Director of Teknatool International, "Being chosen from such well known and much larger companies such as Zespri is very humbling. Qingdao Teknatool is a wonderful blending of cultures, the rich and ancient of China - its wisdom, strong work ethics (and now one of the major manufacturing centres of the world) – coupled with New Zealand's western and very outward looking, innovative business culture"*

Roger acknowledges that such investment is not always easy – *"It takes constant striving - we are small fish in a very big sea; however it seems to be the lot of most New Zealand companies - we all need to punch above our weight in the international arena. I must thank in particular NZTE in that regard, they have always given us exceptional support and have helped us on our path to success"*.

The key Teknatool NZ team members were present at the awards gala dinner on 16<sup>th</sup> June, and erupted in cheers as the Supreme winner was announced. Roger Latimer received the award on their behalf, thanking the teams in NZ and China, the NZCTA, Award Sponsors HSBC and Cathay-Pacific and reserving special thanks to NZTE.

The trophy and framed certificates will be displayed with pride in Teknatool's reception area.



*The Teknatool International team relaxing and celebrating after the awards ceremony*

**For further information**

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