



■ Business owner Paul Blakeley in the reception area of Pacific Urethanes NZ Limited in Auckland.

From humble beginnings to an impressive market share

Pacific Urethanes New Zealand Limited prides itself on being at the forefront of technology in New Zealand and is constantly looking at new areas of growth and development.

Managing director and business owner Paul Blakeley started trading four years ago. He rented an office, some warehouse space from an existing business and embarked on his Kiwi dream.

"It wasn't easy, as you can imagine," he says. "I had to get out into the marketplace and encourage others to trust me. I have always endeavoured to go that extra mile and never let a customer down. I believe this attitude has paid dividends."

Pacific Urethanes employs 11 staff but has plans to double this number throughout 2004.

"I've got a well-trained dedicated team, hand picked, we have a lot of fun here but we also work hard. I'll only employ new staff when I have to and I'm investing heavily in automation, which will keep the overheads low and our quality high."

From humble beginnings to an impressive market share, a multi-million dollar turnover and a new purpose-built 10,000 sqft building, Pacific Urethanes goes from strength to strength.

"This new building will allow the company to focus on new environmentally friendly alternatives for our customers," Paul says.

"In 2006, HCFC blowing agents will be reduced and eventually phased out. We have to have alternatives in place at competitive prices. Our customers will expect this and we intend to deliver."

Further discussion lead Paul to divulge information he was going to keep secret from his competitors.

A very special development project Pacific Urethanes has been working on is now complete - the company will have a new batch blending system for cyclopentane, a foam blowing agent which Paul believes is the future of foam blowing and will replace the use of HCFCs.

"We can now supply new generation HFC and water blown foams which have no ozone depleting properties. We see this as the future of polyurethane foam."

Located at 57 Rangi Road, Takanini, Pacific Urethanes specialises in the supply of polyurethane foams, spray elastomeric industrial coatings, panel adhesives and



■ Pacific Urethanes managing director Paul Blakeley looks over the company's new six-tonne blending system, which is certified to blend cyclopentane.

castable urethanes.

The company has built an excellent reputation, sourcing raw materials from throughout the world and blending them in its own purpose-built systems plant to individual customer specifications.

Paul says the company is growing steadily and has recently started exporting to the United States, as well as the Pacific Islands and Australia.

"The United States is our newest export destination. We have a little niche market over there that's going very well. It involves a small range of custom-made urethane products," he says.

The company also supplies a lot of raw materials for insulation purposes, spa pools, hot water cylinders and the automotive and marine industries.

In addition to its Auckland location, Pacific Urethanes has a manufacturing facility in Wanganui, where polyurethane foam sheets for different types of marine purposes and the insulated truck industry are made. The sheets are then freighted to Auckland.

Four staff are employed at the Wanganui factory, which has been running for three years.

Paul and his team are also planning to expand the Auckland facility to accommodate a planned growth in manufacturing.

"We'll be making these products under licence to a US company, can't say too much as my competitors are listening but it's going to be big. We hope to have that up and running in 2006." - Advertising feature

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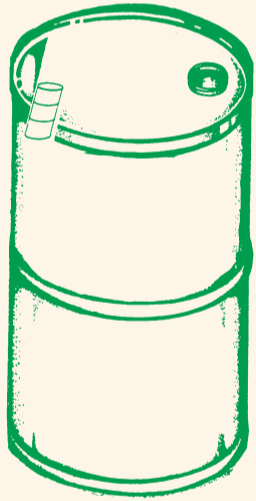
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