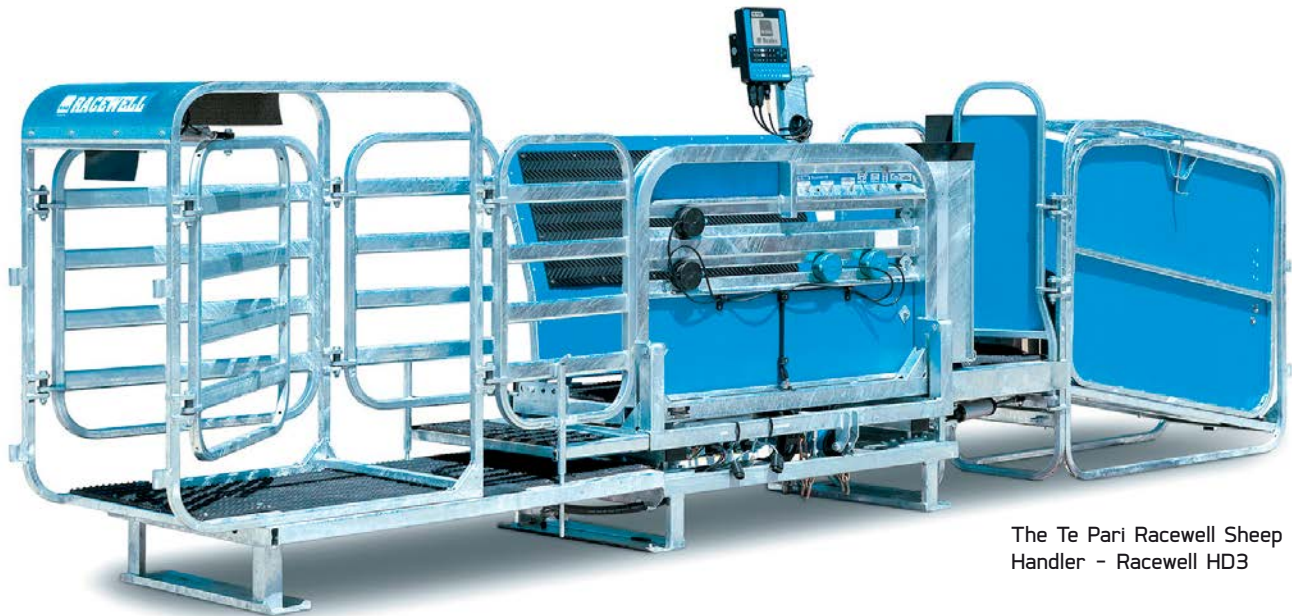


CASE STUDY

#08: Te Pari

easysteel.
A FLETCHER BUILDING COMPANY

Building on trust



The Te Pari Racewell Sheep Handler - Racewell HD3

From high-country stations in New Zealand, to large cattle ranches in the United States... farmers around the world are using Te Pari products to boost their productivity. Based in Oamaru, this innovative company designs and manufactures a full range of livestock handling equipment, for both domestic and export markets. Te Pari has become a global success story - and Easysteel has been part of their journey for more than a decade.

The company has a proud history of innovation, dating back to the 1980s, when original owners Pete and Ted French invented a breakthrough scissor-action docking iron.

The story of innovation continued, when the Blampied family purchased the company in 1997 and continued to expand the product range; as well as making strategic acquisitions within the livestock equipment industry.

“Our mission at Te Pari is to increase productivity and safety on every farm that we come in contact with.”

This growth saw the family-owned business expand into other offshore markets; and in 2015, relocate to a new 4,400sqm factory and office facility.

The winning formula

Te Pari has a unique place within the global livestock equipment industry, for several reasons.

Firstly, it offers a complete end-to-end solution for livestock handling - everything from steel cattleyard systems and

animal husbandry products, through to EID reading equipment that connects to livestock management software.

One of the factors underpinning Te Pari's success is its customer-centric approach. As Te Pari director, Nick Blampied, explains:

“Farmers face many challenges on a daily basis and to remain profitable, they need to be innovative and focus on efficiencies. Our mission at Te Pari is to increase productivity and safety on every farm that we come in contact with.”

This is reflected in Te Pari's distribution model - which includes offshore dealerships in Australia, Europe, the US, and the UK.

Focus on the farmer

Although Te Pari has a wide spectrum of customers around the world - ranging from small family farms, to huge US cattle ranches - they all have something in common.

“Our customers are modern, progressive livestock producers



CASE STUDY

#08: Te Pari

who are looking for innovative ways to create efficiencies and ultimately grow their business,” says Nick.

“From their perspective, their Te Pari solution represents a true profit center for their business.”

Te Pari also has strong relationships with their customers on-the-ground; wherever they may be in the world.

“We’re always learning from our customers in the field, who are working with the animals on a daily basis, to continually improve our designs.”



The Te Pari Classic HD3 Vet model with Drafting Module

Committed to New Zealand made

Te Pari also runs an impressive manufacturing facility; which combines LEAN production methods with the latest technologies, including robotics.

“We currently have eight robots fulfilling various key roles in the factory, as well as five CNC machines, and plans for further automation on the drawing board,” says Nick.

They are also committed to using high-quality raw materials in their production.

“All Te Pari metal-fabricated products are New Zealand-made... and we’re committed to keeping it that way. We won’t be tempted by shortcuts, inferior raw materials or cheap labour.”

The Easysteel relationship

Steel is the major commodity used in Te Pari’s manufacturing, particularly for their cattleyard systems and related components. The pipe products are sourced directly from New Zealand Steel, while Easysteel provides the angle and flat steel used in a wide range of products. The raw steel supplied is cut at Te Pari’s facility and Galvanised at CSP Christchurch.

Te Pari’s general manager, Patrick Blampied, says the Easysteel relationship has been a long-standing factor in the company’s success.

Snapshot on Te Pari

- A world-leading supplier of livestock handling equipment to global markets
- Developer of a number of breakthrough innovations in the agri-sector
- Manufacturing and head office based Oamaru, South Island
- Leading-edge production systems, including robotic technology
- A privately-owned NZ company, with dealerships in offshore countries

“We’ve been dealing with Easysteel for well over 10 years now. We’ve always found them to be a consistent supplier with a good service delivery, and they’re a company that sticks by their word.”

Easysteel has been part of the journey as Te Pari has seen huge growth in its production volumes and methods.

“In 1997, we bought our first-ever bundle of steel...now we stock truckloads of steel every week to feed our production facilities. The way we handle and process our steel has also evolved.”

Excellent service delivery

Patrick says Easysteel is also willing to accommodate the company’s production schedules; by providing regular deliveries three times a week. Importantly, there are no additional freight costs, regardless of whether the steel is being shipped from Christchurch or Dunedin.

“Other potential vendors were promising us some very good delivery times, but our experience told us that was not always going to be achievable. Consistency is key for us, and Easysteel provides that.”

“While our overall volumes are high, we require smaller lots of product on a very regular basis. We don’t want our production to be affected by delays in supply - stopping the plant is simply too costly.”

Patrick says choosing a steel supplier is “not all about price”, and efficient delivery and quality of product being extremely important.

“Chinese imports are showing up in the market, and it is testament to our supply chain - from purchase through to sale - that we can compete globally with a high-quality New Zealand-made range of products.

“We need a strong supplier to achieve this...and Easysteel delivers that for us.”