

OUR VISION? Pridex will become the “**employer of choice**” in the New Zealand kitchen manufacturing industry

OUR MISSION?

Pridex will be the leading kitchen cabinet manufacturer in New Zealand.

OUR VALUES?

Our values are encapsulated within our beliefs which are

“Pride in our name - Pride in Our Product - Pride in our People”

HOW WILL WE ACHIEVE OUR MISSION?

By employing the best manufacturing team in the country, expecting (and getting) excellent performance and being able to pay above average remuneration as a result.

WHAT ARE OUR TECHNICAL RESOURCES?



We make extensive use of the latest computer numerically controlled machinery (CNC's). All our production processes are highly computerised and are designed and planned to meet the growth we expect. To ensure this growth, we will continue to source high quality production equipment using only the most productive manufacturing techniques



WHY IS PRIDEX SO SUCCESSFUL?

We have been in the kitchen manufacturing business for 22 years. Our team is widely and internationally experienced in the kitchen manufacturing industry. Both shareholders and staff share the same passion and energy to enable the success of the company in achieving its vision.

We believe strongly that we could not achieve any of this without looking after our staff.

OUR TEAM: Our ever-growing team consists of management and factory workers alike. All are equally valued and a strong camaraderie within all team members makes Pridex a first class place to work.

STAFF FACILITIES: We have a large well equipped staff relaxation room complete with pool table, dart board, barbeque facilities, coke machine and a modern, fully equipped kitchen all of which add to the pleasure of working for a great company.

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Below you will find a recent article in the press which details some of the company plans.



City investors accelerate kitchen company's growth

By JOHN MYERS

CITY-based Pridex Kitchens has signed up investment finance to capitalise on its new factory and is launching a growth programme to boost output and triple staff.

Managing director Chris Prier said the plan is to put the Pridex brand across New Zealand, through franchised agencies, in two to five years.

The private investment by a group of four city business people, led by Steve Channing-Pearce, a director of New Zealand Pharmaceuticals, is positioning the Railway Road company to achieve growth which would otherwise take three times as long.

Pridex has just moved to the new site. Its former home in Rangitikei Street is being remodelled for Robertson Motors, while Robertson's former Rangitikei Street site is being redeveloped as a shopping centre.

Mr Prier said the Pridex plan was for expansion of automated manufacturing — further computer-driven equipment is due to arrive on site shortly and more is to be ordered — a scaling up of management strength and growth of franchised agencies.

Pridex has two franchise operations — a showroom in Wellington and an agency in Kapiti.

Two senior management positions, production manager and operations manager, are being advertised, to handle the factory's day-to-day running.

Mr Prier said those positions would allow him, as managing director, to concentrate more closely on company growth.

He said he was not too concerned about the stressed market for skilled tradespeople.

"There's only one way to handle that: in-depth training," he said.

Pridex had been committed to an internal trade skills training programme for the past five years, and in that time had put about eight people through apprenticeships.

Most of them were still with Pridex, Mr Prier said.

"We lead the local field in technology, and we're investing heavily in automation," he said.

See more about Pridex this week in InBusiness.

TOASTING a bright future in Pridex Kitchens' showroom are managing director Chris Prier and investment group leader Steve Channing-Pearce.

On the next page, the two diagrams give an indication of the current organizational structure and the available opportunities for internal growth and promotion:



