



exclusive quality brands



2E Rothwell Avenue, Albany, Auckland,
Phone: 09 415 7488

www.manners.co.nz



Manners

COMPANY PROFILE 2008

Chairman: David Manners

Directors: Lynley Manners
Kerry Woods

General Manager: Jim Marsh

Staff: 26

Solicitor: Cockcroft d'Young Moorhouse
P.O Box 32018
Devonport
Ph: 09 445 3058
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Accountants: Brown Accounting Limited
Chartered Accountants
Zone 23 Unit G09
23 Edwin Street
Mt Eden, Auckland

Bank Details: ANZ Bank, Albany

Manners Building Products Ltd has been in operation since 1983 and is an importer/
distributor of a wide range of products associated with building materials and
sub-trades with the focus on the following:

- Drywall Compounds and Tools
- Tiling Accessories
- Exterior Plaster Systems
- Solid Plaster Systems
- Concrete Tools and Accessories
- Paint and Decorator Products

Agents/Distributors for exclusive quality brands:

			
			
			
			

Agents/Distributors for exclusive quality brands - details:

AMI - Levels, Screeds, Straight edge and Floats

Aplatech - Air Operated Plastering Systemes

Bat Tiling Trims - Trims

BPM Marco - Drywall Paper Tape

Can Am - Specialists Drywall Tools

CSR - Plaster/Cement Products

Dura Stilt Sales - Stilts

Easy Mask/Kleenedge - Masking Tapes

Finish Pro - Drywall/Plaster Tools

Full Circle - Radius Sander

Goldline - Platinum Paper/Metal Drywall Trims

Hamiltons - Drywall Compounds, Plaster and Texture

Ingersoll Plastics - Plastic Drywall and Tiling Tools

Jeonil - Concrete Equipment

Kraft Tools - Drywall/Plaster/Cement/Tools

Marshalltown - Drywall/Plaster/Cement/Tools and Trowels

Maxsil - Silicones

Northstar - Drywall Auto Finishing Tools

Panel Lift - Drywall Panel Lifters

Porter Cable - Drywall Sander/Vacuum

Richard - Hand Tools

Saint Gobain - Fibatape

Straitflex - Specialised Drywall Tapes

TradePro - Painting, Drywall, Concrete, Tools and Equipment

Weepa - Brick and Plaster Weep holes

Wholesale Distribution:

Manners Building Products Ltd distributes its products through major building materials, hardware and tiling retail stores throughout New Zealand, and has sales representatives in place to service this activity in Auckland, Wellington & Christchurch.

Manners Building Products

Trowel Trades Albany

Trowel Trades Morningside

Trowel Trades Takanini

Trowel Trades Christchurch

Franchise

Trowel Trades Hawkes Bay

Trowel Trades Invercargill

Trowel Trades Tauranga



Trowel Trades Supa Centres:

In addition to its wholesale business Manners Building Products Ltd, has specialist trade outlets, catering for the drywall, plastering and concrete trades located in Albany, Morningside, Takanini South Auckland and Christchurch.

Trowel Trades also operates 3 franchise stores. A mix of company and franchised stores are to be opened to create a national chain of Trowel Trade Supa Centres.

History:

Manners Building Products Limited, (formerly D. Manners Trading), commenced their activities from very humble beginnings, namely the lounge floor and dining room table of David and Lynley Manners. The Company's first agency lines were centred around paint and decorating products and the fledgling business soon established itself as a preferred supplier to the major groups.

Securing the Fibatape agency via an overseas connection, lead Manners into the drywall industry. An interesting statistic at one point regarding Fibatape was that Manners sold more 153m rolls in a year than any other company worldwide. This was more a reflection on our local industry at the time which had not moved forward into automatic, providing an opportunity that Manners capitalised upon.

New Zealand in the late 1980's was still wallpaper driven, fashion wise, and Winstones dominated the drywall industry. The availability of specialist plasters to lead through into paint quality finish was nonexistent.

Hence Hamilton Materials with their diverse range of plasters and compounds (from California), were the ideal business partner for Manners to expand with. Eighteen years of association has lead to a strong business relationship.

Throughout this eighteen year period Manners have been advantaged by the Hamilton connection within the United States. Many manufacturing contacts have been established and Manners has benefited from Hamiltons superior buying power and Manners ability to consolidate 13 containers a month in the USA.

History:

Manners Building Products Ltd is a member of the world wide A.W.C.I. Association.

With the demise of the wallpaper home decorating trend, the major benefits of the Hamilton Plaster range that Manners can offer are quality, consistency and choice, ideal for an evolving industry where many tradesmen have had to learn new skills to produce the level 5 paint quality finish expected.

Since those modest beginnings Manners has secured many agencies surrounding the industry, namely specialist auto tool manufacturer Northstar, Hyde and Kraft, coupled with consumer items Marco Paper Tape and Gold Line Trims.

Manners was first to introduce the advanced systems of automatic tool application and helped break down the scepticism in a trowel dominated local industry. This was done via The Concorde and Aplatec products. In addition to plastering, securing the B.A.T. Trims and Maxisil Silicone agencies has further strengthened the companies profile as a specialist supplier, this time to the tiling industry. Both these product groups are market leaders in Europe and Australia and have provided Manners with an excellent base for growth. Introducing Hamiltons to the NZ market had its initial difficulties as all the major merchants had strong Winstone connections and were reluctant to stock an alternate product range. Thus Manners's successful "Stoppers Shop" store concept and image, was launched. Over time the Manners expanding product range lead to a larger customer base, hence came the birth of the "Trowel Trades" stores which service the concrete, tiling, brick & block, masonry and plaster markets.

History:

The potential of this new concept which is supported by a comprehensive direct mail programme and website support. The plan is to expand these shops as an outlet for Manners products.

Approximately 1/3rd of the entire building industry is made up of trowel users, concreters, plasterers, bricklayers, tilers and stoppers who relish the concept of having their own trade base.

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Today:

Manners Building Products Ltd. and its three main Trowel Trades Stores have an annual turnover in excess of \$10,000,000

Jim Marsh, our recently appointed General Manager is working with the Board to grow the business with focus on customers specialising in the Plaster, Paint, Tiling and concrete Markets. We continue to enjoy considerable interest from leading overseas suppliers who view our proven and successful distribution channels in New Zealand as advantageous.

For more information on Manners & Trowel Trades contact:

Jim Marsh - General Manager - Jim@manners.co.nz

David Manners - Chairman

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