



**Enterprise North Shore**

The Economic Development Agency  
for North Shore City

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### **Home grown yogurt maker tops business awards**

North Shore food production company, EasiYo Products Limited, walked away with supreme honours at the Westpac Enterprise North Shore Business Excellence Awards at the North Shore Events Centre.

It was a big night for the Albany-based company which also won the Spyglass Excellence in Exporting Award on their way to claim the prestigious overall Westpac Supreme Business Excellence Award for 2010.

More than 750 people attended the prestigious gala dinner, the largest number in the awards 13-year history, held to recognise business excellence in North Shore City and Rodney. Fourteen awards were bestowed throughout the evening.

EasiYo is believed to be the biggest premium, homemade yogurt in the world, with over 1.3 million yogurt makers in homes globally; a fact that didn't escape the judges attention.

The 2010 awards judges recognised EasiYo as an exceptional business making an outstanding contribution to New Zealand.

“EasiYo is passionate about growing their organisation through innovation and determination, and the entire company goes the extra mile for their customers,” says convenor of judges Matthew Bellingham. “They exceed their financial goals while also ensuring that their culture and principles are held high. EasiYo truly sets the standard as an exceptional supreme winner.”

EasiYo is a North Shore export success story. Starting in 1992 from humble beginnings selling at the Auckland Home Show, EasiYo has grown to top \$30 million sales by 2009, 75 per cent of which is export based.

EasiYo’s secret lies behind years of research and development, firstly into the yogurt maker, then finding the right milk powder and freeze dried culture to ensure 100 per cent setting of the incubated yogurt at home.

Consumers love the delicious taste, the three-minute preparation time, the cost effectiveness, the versatility, and the nutritional benefit of making fresh yogurt with four to six times more live cultures than its chilled competition.

Export growth started in Australia in 1993 with the UK sales starting in 2000, Asia in 2006 and USA last year.

In February 2010, Westland Milk Products – huge exporters to Asia - completed a 100 per cent ownership in EasiYo allowing collaborative ventures in exporting, research and development and supply chain initiatives.

EasiYo CEO Paul O’Brien is looking forward to expanding the business further into the nutritional market where there are many interesting growth opportunities in probiotics, omega 3, folates, weight loss, energy, heart disease, gut health and immune system. “I am proud and excited to lead EasiYo to its next stage of growth and development.”

In congratulating EasiYo and all the category winners, Ian Blair, General Manager Business Banking, Westpac New Zealand Ltd said local business should be immensely proud of what they have achieved.

“Each year we see more and more impressive businesses competing for these awards, and each year we think the bar couldn’t possibly be raised any higher. We are delighted to be proven wrong yet again. The 2010 collection of winners is truly a testament to the immense business talent found locally and throughout the region. Westpac is proud to sponsor these awards, which over the last 13 years have become a cornerstone of our community support for businesses.”

Enterprise North Shore chief executive Terry Hoskins says that EasiYo epitomises business excellence. “Theirs is a true success story, a local company that started small and that is now taking on the world and making a huge impact. We congratulate EasiYo for their inspirational story, and look forward to seeing them continue to grow.”

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*Caption: EasiYo Products Limited wins the Westpac Supreme Business Excellence Award at the 2010 Westpac Enterprise North Shore Business Excellence Awards. L-R Richard Trussler, Sandra Sweetman, Paul O’Brien (EasiYo Products Limited) and Ian Blair (Westpac New Zealand Ltd)*

**Winners for the 2010 Westpac Enterprise North Shore Business Excellence Awards are:**

**3M Excellence in Innovation Award**

**Winner – Amcor Flexibles Asia Pacific**

Based in Albany, Amcor Flexibles Asia Pacific produces barrier film (packaging) for dairy, meat and industrial industries. In the past 10 years the business has expanded its markets significantly – changing from 80 per cent of products sold domestically to now exporting more than 50 per cent of their products to over eight countries. The company believes it is important to continue their investment in new technology, innovation and to delight their customers in everything they do.

**Actionmail Excellence in Marketing Award**

**Winner - North Shore International Academy**

With its main campus in Albany, North Shore International Academy (NSIA) is a leading

hospitality training provider for international and domestic students. Established in 2004, NSIA has more than 900 enrolled students with most graduating students working in New Zealand's crucial hospitality, tourism, and food service industries. NSIA continues to play a vital role not only in the worldwide hospitality industry but also for the New Zealand education export industry.

#### **Benefitz Best Startup Business Award**

##### **Winner - The Wharf Limited**

Established in November 2007, The Wharf is a world class function venue with one of the most beautiful waterfront panoramas in New Zealand. Nestled under the Harbour Bridge on the tip of Northcote Point, The Wharf prides itself on providing exceptional service, gourmet cuisine as well as a breathtakingly beautiful venue in which to hold events. Featuring four beautiful spaces the venue hosts weddings, conference dinners, cocktail evenings, parties, private functions and restaurant evenings.

#### **Blackcat Consulting Employer of Choice Award**

##### **Winner - Windowmakers Ltd**

Based in Silverdale, Windowmakers Ltd is one of the largest manufacturers of aluminium joinery in Auckland, manufacturing quality windows, doors and more. Established 18 years ago as First Windows and Doors North Harbour, the company rebranded in 2002 as Windowmakers Ltd. Five years ago it opened a comprehensive showroom and computerised manufacturing machinery which set the new standard for the industry. The company's goal is to be recognised by every homeowner, builder and architect in their region.

#### **Davenports Best Emerging Business Award**

##### **Winner – Brolly Sheets Ltd**

In 2006 this Devonport based company launched its original design for a waterproof bed protector. It has since evolved into a range of waterproof bedding solutions which sell in Australia, New Zealand and the UK and is soon to launch in the USA. Brolly Sheets has a reputation for high quality and value for money products. The company aims to become the world's leading provider of waterproof bedding solutions for use in the home care market.

#### **Eco Insulation Excellence in Design, Research & Development Award**

##### **Winner - Secured Signing**

This Albany-based company specialises in secure online document signing. Based on trusted digital signature (PKI) technology, Secured Signing offers web application software as a service that automates and manages the online document signing process for businesses - and it is legally binding. The service speeds up the signing process, reduces costs, improves efficiency, enhances customer service, and promotes a paperless office. The signed document is also able to be verified either from the user's desktop or through an online verification service.

#### **Ingram Micro Excellence in Service Delivery Award**

##### **Winner - Naylor Love Construction**

Established in Auckland in 2003, Naylor Love Construction offers a full range of construction services, feasibility and pre-construction planning, comprehensive project management services, and design management. The Glenfield branch, which has a headoffice in Dunedin, trades as an autonomous entity that can undertake projects up to \$100 million in value. Known

for its excellent relationships with clients and subcontractors and its can-do attitude, the company aims to deliver measurably the best construction services in Auckland.

#### **Massey University Excellence in Sustainability Award**

##### **Winner - Troake Wall and Ceiling Services Ltd**

Troake Wall and Ceiling Services Ltd, based in Silverdale, specialises in interior solutions and ceilings and partitions for commercial and residential buildings. The company also provides scaffolding systems and temporary fencing for construction sites in the greater Auckland area. Established in 1991, the company embarked on an aggressive growth strategy and marketing direction five years ago. The resulting “one stop” solution to solving its clients’ problems is providing the business with real benefits with sales increasing by 54 per cent in that time.

#### **North Shore Times Excellence in Not For Profit Award**

##### **Winner - North Shore Hospice Trust**

Established in 1987, North Shore Hospice is a free service that provides specialist palliative care. Skilled doctors, nurses, counsellors, social workers, physiotherapist and trained volunteers work with patients and their families through the challenges of a terminal illness. North Shore Hospice has become a specialist centre providing excellent care to terminally ill people and their families, and also teaching the skills, setting the standards and living the values of palliative care throughout the community. More than 500 people benefit from the hospice’s services each year.

#### **Smales Farm Excellence in Technology Award**

##### **Winner - Webster Group**

For more than six decades, the name Webster has been associated with highly skilled industrial electrical service. Established in Auckland in 1939 to provide electrical service for shipping, Webster Group has evolved to offer “power whenever and wherever it's needed” with branches in Tauranga, Napier and Christchurch. In 1998 Webster’s head office moved to Northcote, and now nearly 75 per cent of its 18 permanent staff members live on the North Shore. Webster Group prides itself as being a company whose word is its bond.

#### **Smith & Davies Excellence in Workplace Safety Award**

##### **Winner - Amcor Flexibles Asia Pacific**

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#### **Spyglass Excellence in Exporting Award**

##### **Winner – EasiYo Products Limited**

#### **Enterprise North Shore Committed Optimist Award**

##### **Winner – Spice n Easy NZ Ltd**

This Birkenhead-based company enables customers to create authentic Indian cuisine at home with Spice n Easy recipe kits – with all specialist ingredients included. Created to fill a gap in this niche market, Spice n Easy NZ Ltd was designed to be one of a kind, easy to use and educational.

Recipes from family and friends were trialled at special cookery classes at a local community house with the most popular recipes converted to kit form. The classes proved so popular they continued up to three times a week.

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