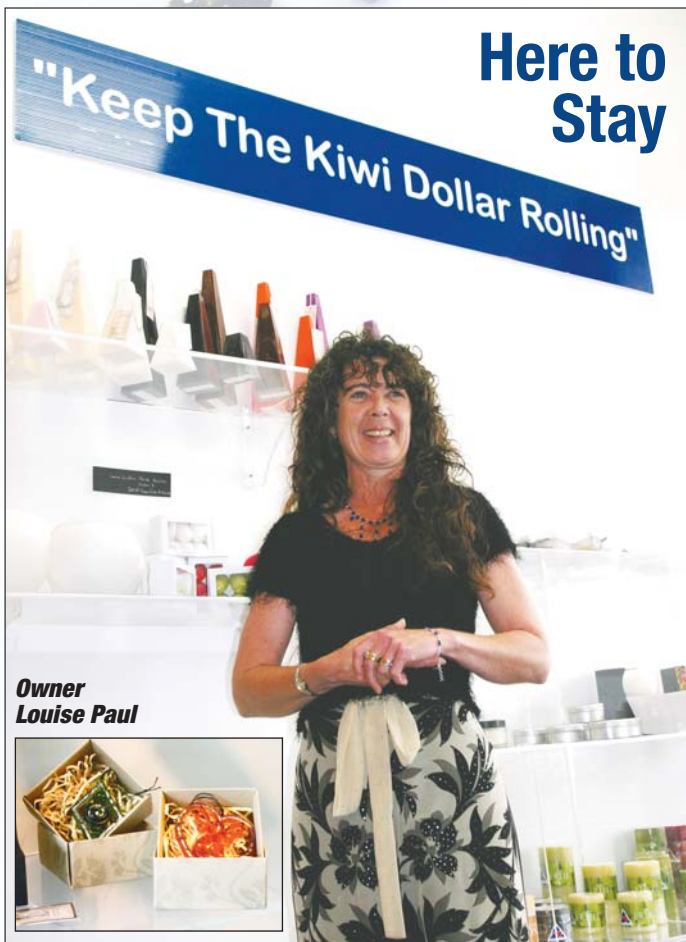


FRANKLIN ROUNDUP



What do you envisage when you hear the term 'Kiwi Made' or see the New Zealand Made logo on a product? For most of us the symbolism of the Kiwi in the triangle signifies art, craft, and souvenirs, but what if the symbol means more than that? For Louise Paul of Buy NZ Direct, the Buy New Zealand Made Campaign is a passion and a way of life.

So passionate about supporting New Zealand Made, Louise took action after an e-mail to Prime Minister John Key failed to achieve a positive outcome. She wrote to him after a sales trip to souvenir shops where she was astounded to find there were two shops that supported the 100% New Zealand Pure campaign and they did not have a single piece of merchandise that was made in New Zealand. The Honourable Dr Jonathan Coleman replied on behalf of the Prime Minister advising "centres are expected to reflect the unique heritage and culture of their region. In most cases this extends to the retail product range carried in the centres. However, in some cases managers may choose to stock products to meet specific customer demand which could result in offerings that are not New Zealand made."

"There is something ironic about buying a New Zealand souvenir and then taking it back to the country where it was made or originated from, a little hypocritical in a way," Louise adds.

Being Louise's local shopping centre for many years, and in Louise's view "growing from a tiny rural town to a beautiful, lovely shopping area," Pukekohe emerged as the ideal location to open a shop dedicated to supporting New Zealand manufactured goods and services. Sourcing products from all over New Zealand, including two Franklin suppliers, plus quite a few from just outside the Franklin boundary, Louise emphasizes "the aim of the shop is to provide variety, quality, and availability to customers while bringing out into the open the need to support Kiwis, or we will have no industry. We are now a disposable society, and need to stop buying cheap and nasty, and spend a little more to buy quality products that are longer lasting and support us as a country". Even the shop itself supports the Buy New Zealand Made theme, from the Resene paint on the walls, to the shop fittings that were manufactured in Drury.

Bright and inviting, the shop has everything from children's clothes, puzzles, play dough and toys, to men's and women's cologne and skin care ranges, wedding accessories, jewellery, and a beautiful range of candles and much more, which of course can all be wrapped in Christmas paper (Kiwiana themed and manufactured of course) in time to be put under the tree for Christmas.

The 'Buy New Zealand Made Campaign' was initiated 21 years ago. Set up to encourage consumers and organizations to buy New Zealand made whenever possible, the company's emphasis has changed over the years, however their main goal has remained the same. Becoming a member of such a well known Kiwi icon provides each contributor benefits they would not otherwise be able to achieve, including support, networking, partnership opportunities and promotion. In celebration of 21 years to build the campaign to where it is today, Buy New Zealand Made is running a competition (which finishes on the 30th of November) with fantastic prizes up for grabs. Get in store today and purchase any product to be in to win. With Christmas just around the corner now is the opportune time to get everything organised, and what better way to do it than to support New Zealand made!

Louise's final words "we will be here while Kiwi supports Kiwi. We have an amazing group of industries in New Zealand and we need to keep it here, off shore is for the greedy and the lazy." ■

