

## Welcome to this, our third edition of the "Energy in Business" newsletter.

We are delighted with the response to our first two issues and we welcome your feedback once again.

In this newsletter you will find the profile of one of our Account Managers Emma Hedley, information about our customer region for both natural gas and electricity. We also profile Kilwell Sports - one of our customers who are based in Rotorua and give you a chance to win one of three luxury packages for two staying at Ohiwa Lodge - please read on for more information.

The Commercial team comprises myself as Commercial Manager and three Account Managers; Emma Hedley, Frank Bent and Mahia Bennett. We are available to visit you on site as part of our personal commitment to your business. We also work closely with local contractors to help back up our service from a technical point of view too.

Our experience and time in the industry means we can offer advice and support



to help you save time and money. We are also actively involved in a range of business forums including various business groups like the Chamber of Commerce, and Whakatane WOW.

On behalf of the team at Bay of Plenty Electricity we would like to thank you for your support and look forward to working with you.

Regards,

Chris Power  
Commercial Manager

## OHIWA LODGE AND SPA COMPETITION



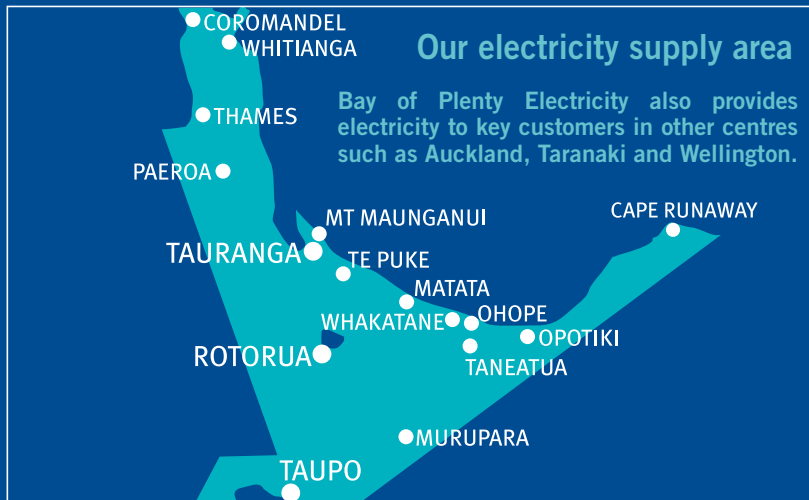
### Take time out... Be lulled and soothed and relaxed...

Be in to win one of three Ohiwa Lodge and Spa prize packages. Each includes a night for two staying in a luxury self contained unit. The prize package also includes a Spa package up to the value of \$80 and continental breakfast for two as well.

Email us before 30 June 2007 with your business name, contact name and BOPE account number to [marketing@bope.co.nz](mailto:marketing@bope.co.nz) Please type "Energy in Business Competition" in the subject line and give us your feedback about the newsletters, let us know what type of business you have and what you would like to see in future issues. Winners will be notified by 1 July 2007 and names published in the next edition of Energy in Business.

(The prize package is not redeemable for cash and is not transferable. The prize must be used before 1 December 2007. Booking is subject to availability and this prize package is not for use on public holidays).

## Bay of Plenty Electricity's energy supply areas



Bay of Plenty Electricity supplies **natural gas** to commercial and domestic customers in a variety of premises and streets in the following centres: Whakatane, Kawerau, Edgumbe, Opotiki, Rotorua, Taupo, Tauranga, Mt Maunganui, Papamoa, Te Puke and Te Teko. Phone our Customer Care Team to check if gas is available in your location - 0800 500 710.

## TEAM MEMBER PROFILE: Emma Hedley, Account Manager

**“Personal Service and offering practical help to our customers - I believe these are most important in building and retaining business relationships.”**

Since starting with Bay of Plenty Electricity in 2003, Emma has worked within the Customer Care Team in the company and has developed into her current role as an Account Manager responsible for both large and small commercial clients within the Bay of Plenty. Emma has a background in retail sales and management and has a strong focus on customer service. She is committed to providing personal service and developing and maintaining solid business relationships with her clients.

Of particular significance is Emma's role in the development of the BOPE Rewards program which encompasses a large



percentage of the residential customer base and includes working with local businesses as part of the program.

Emma and her partner live in Ohope with their family. She has been involved in many aspects of the local community and her hobbies include family, fishing, travel, and enjoying the beach life-style.

## GOOD ENERGY MANAGEMENT IS GOOD BUSINESS!

### Quick energy saving tips

#### During business hours

- Turn off any equipment not in use at the wall.
- Pull up window shades to make the most of natural light.
- Turn off any non-essential lights in cupboards, toilets and foyers.
- Don't use heating or air conditioning if the windows and doors are open.

#### After hours

- Ask cleaners to make sure they turn the lights off when they leave.
- Only keep lights on that are needed for safety and security.
- Make sure fridge and freezer doors are closed.

## CUSTOMER PROFILE: Kilwell Sports, ROTORUA

Energy is a major cost component for Rotorua based Kilwell Sports and so the family business, nearing 75 years in operation, is constantly looking for ways to reduce consumption and costs.

Founded by John Wells in 1933 the business has expanded from its early origins as a retail outlet of sporting equipment to a manufacturing unit and a wholesale operation offering some 8,000 items of locally made and imported sporting goods and equipment to shops throughout New Zealand.

Son Jeremy Wells joined the company 46 years ago, just after it diversified into making fishing rods and lures. Further diversification in 1968 saw Kilwell Fibretube start making what was then a relatively new product, hollow fibreglass tubes. Kilwell now employs 86 people and exports more than 70 per cent of its Fibretube manufactured products.

Kilwell's proactive approach to manage costs recently achieved three good wins.

Managing Director Jeremy Wells explains, "As a high use electricity consumer with a manufacturing operation working 20 hours each day, we are conscious that we need to conserve and use power efficiently." Jeremy adds, "One way we've been able to do that is by doubling the area of skylights in the manufacturing and



**ABOVE LEFT: Jeremy Wells inspects a finished Kilwell fishing rod.**



**ABOVE RIGHT: Managing Director Jeremy Wells (left) and Director Phil Monk by the kiln with a sailboard product manufactured for the Maui Hot Sails label.**

warehouse premises - reducing lighting costs and providing a better working environment."

In the manufacturing area the single biggest user of electricity is the company's kiln, which 'cures' the fibreglass and carbon fibre tubes.

Director Phil Monk says, "Twelve months ago we rebuilt the kiln and substantially improved its efficiency through better technology and the installation of fans to evenly circulate hot air, which also increased product quality."

Nowadays the Fibretube division manufactures an extensive range of tubular fibreglass, carbon fibre (graphite) and composite materials for use in more than 20 recreational and industrial products. These include: fishing rods,

yacht masts, sail battens, rowing oars, antennas, high jump cross bars, super-bike exhaust pipes and earthing sticks for the electricity industry.

The third strategy was a purpose-built cool room where Kilwell stores their 'raw materials' at -9.8 degrees centigrade (critical to prolong shelf life). This enabled the company to turn off the old and inefficient refrigerated containers previously used.

Another aspect of Kilwell Sports' energy cost reduction process was switching to Bay of Plenty Electricity three years ago due to them offering the best energy pricing and relationship package.