



SPRING 2026

Featuring local businesses: Howling Wolf Projects, Dalton Electrical, Kitchen Experts, Brightside Coffee, Onform, will&able able & Our Local

How Wiri is the blueprint for the industrial world

Upcoming events & courses



**Stars of the Home Show:
Meet Licensed Renovations,
experts in transforming your home**





looking for businesses willing to take part. If that's of interest, get in touch with the office.

We're also positioning Wiri on the international stage. Following study visits to Dublin, Belfast and London earlier this year, WBA is developing plans to co-host the IDA World Towns Leadership Summit in Auckland in 2027, showcasing our industrial precinct model to delegates from around the world.

There's plenty on the events calendar over the coming months, so keep an eye on WiriLink and our emails for details. And mark your diary now for our AGM, Wednesday 21 October.

None of this happens without the team behind it. Diana and Michelle have been out engaging directly with businesses across the precinct, and that work continues.

As always, if you've got questions about any of this, my door's open.

Gary Holmes
General Manager
Wiri Business Association

From the GM's desk

It's been a productive few months for the precinct, and I want to bring our local businesses up to speed on where things stand.

Truck parking enforcement remains our top priority. With the Transport Governance Amendment Bill now through, enforcement powers are moving from Auckland Transport to Auckland Council. We're pivoting our advocacy accordingly.

As previously reported, Wiri has been confirmed as the primary case study for the Future Urban Industry project, a \$9 million MBIE-funded research programme led by the University of Auckland that's building a Digital Twin of our precinct, a world first for an industrial district. It's a genuine opportunity to shape how Wiri's land and infrastructure are planned for the next decade, and we're still

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Scan here to see all the news and events on our website.



We are pleased to announce the Wiri Business Association's Annual General Meeting (AGM) is scheduled for Wednesday 21st October 2026.

The AGM is a time to reflect on what we have achieved in the past 12 months and outline our plans for the next year.

We encourage you to come along and participate in the AGM and network with other local business owners and operators.

Event details:

Date/Time: 5.30pm - 7.00pm, Wednesday 21st October 2026

Location: The Sebel, 16 Lakewood Court, Manukau

Drinks, nibbles and networking from 5.30pm, AGM starts at 6.00pm.

Please visit our website for AGM documents: <https://wiribiz.org.nz/annual-general-meetings/>

Join the Wiri Business Board

There is an opportunity for interested members to join the Wiri Business Association Board.

We believe that a diverse range of people can bring fresh perspectives and innovative ideas to the table.

Here are five good reasons to consider joining the board:

Impact: Contribute directly to shaping the policies and initiatives that influence our local business environment.

Networking: Connect with other like-minded business leaders, creating opportunities for collaboration and growth.

Experience: Gain invaluable experience in strategic planning, governance, and leadership.

Engagement: Attend events, contribute to local matters, and play a role in shaping the future of the Wiri Business District.

Community: Join a community of dedicated professionals who are passionate about making a difference.

More information

For more information about the application process and expectations, please contact our General Manager Gary at Gary@wiribiz.org.nz.

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If you would like to join our mailing list, email info@wiribiz.org.nz



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Truck parking: power to enforce now sits with Auckland Council

The Transport Governance Amendment Bill has passed, and it changes who’s responsible for fixing illegal and inconsiderate truck parking in Wiri.

Enforcement authority for parking is moving from Auckland Transport to Auckland Council. That shift lines up with what WBA has been arguing for months. When we presented to the Parliamentary Regulations Review Committee in Wellington, the Committee confirmed the power to set and enforce the Vehicle Use and Parking Bylaw 2025 sits with Auckland Council.

Most roads in Wiri are classified as arterial roads. That means enforcement decisions here now go through the Governing Body directly, not through the local boards. It’s a meaningful distinction for our advocacy, because it tells us exactly who we need to be talking to.

This isn’t a step back for WBA. If anything, it confirms what we’ve been saying all along: the gap in enforcement has never been about a lack of evidence, it’s been about which authority actually has the power to act. Now we know, and we’re taking our case straight there.

Over the past two years, Auckland Transport issued 665 stationary infringements in Wiri, 397 of them for the V207 offence, heavy vehicles left parked overnight with no rear hazard lights. AT’s enforcement officer, who WBA works with on a

daily basis, has indicated the true figure is likely well over 2,000, reflecting infringements issued outside the formal reporting captured in that data. Either way, the message to Council is the same: the scale of the problem is significant, and it needs a bylaw resolution behind it, not just enforcement on the margins.

We want to see more consistent enforcement action on inappropriately parked heavy vehicles, and we’re also pushing Council to consider other interventions, including yellow no-stopping lines on the worst-affected streets, to give enforcement officers a clearer and faster basis to act.

WBA is adjusting its advocacy accordingly. We’ll be engaging directly with Auckland Council and the Governing Body to push for the bylaw resolutions needed to give enforcement teeth on the ground in Wiri, particularly around known hotspots.

The pressure on illegal and inconsiderate truck parking isn’t letting up, and neither are we. We’ll keep businesses updated as this advocacy progresses.

If you have any concerns with truck parking by your business, send photo evidence including plate numbers and time to info@wiribiz.org.nz

Upcoming events

SEPT 24

BUSINESS NETWORKING LUNCH
THE SEBEL

OCT 7

BUSINESS IN CONVERSATION
WITH MINISTER CAMERON BREWER

OCT 16

AFTER FIVE: TEE & CONNECT
WITH HOWLING WOLF PROJECTS

OCT 21

ANNUAL GENERAL MEETING
WIRI BUSINESS ASSOCIATION

DEC 3

CELEBRATING 20 YEARS
END OF YEAR CELEBRATION

ALL YEAR

DISCOUNTED FIRST AID COURSES
WITH ST JOHN

NEW EVENTS TO BE ADDED

SEE WIRIBIZ.ORG /EVENTS FOR MORE INFORMATION

Past events

Coffee with with Hon. Chris Hipkins, Duffett doors & Cable Systems NZ



Past events

Business Networking Lunch



Lunch and learns – Sales Training & Business Awards



Engaging India with the NZ Indian Consulate





What Wiri can learn from Dublin, Dundalk and Belfast

By Gary Holmes

In April, I spent a week in Ireland representing Wiri at the IDA World Towns Leadership Summit, alongside visits to industrial and business precincts in London and Dublin. I was the only New Zealand delegate among 42 attendees from nine countries.

With Auckland and Wiri hosting the 2027 Summit, I went with one question: does this apply to Wiri, and can we actually do it? Three places gave us ideas we can genuinely use.

Dublin: get Council involved before the money is spent

Dublin Town faces many of the same challenges as Wiri: pressure on its industrial base, transport constraints and the need for a stronger relationship with Council.

What stood out was the structure of that relationship. Dublin BID representatives meet council officers quarterly, putting precinct priorities on the table before budgets are locked in.

Auckland Council's engagement with industrial BIDs has been less consistent. With transport responsibilities shifting from Auckland Transport to Council, we have an opportunity to establish a formal, recurring seat at the table rather than waiting to be invited.

Dundalk: take responsibility for the environment

Dundalk, a town of around 40,000, was perhaps the most relevant comparison. Its BID runs its own environmental programme, treats the precinct's condition as its responsibility and collects data on what it delivers.

That's the thinking behind the Wiri Waste Warrior proposal, which the Board has supported in principle. The value isn't simply more frequent service; it's the data we can use to hold Council to account and make better decisions.

Dundalk also works with other BIDs on procurement, research and advocacy. Wiri's relationship with the National Road Carriers Association on truck parking is already a version of this. We should explore similar partnerships with other Auckland industrial BIDs on environmental and infrastructure issues.

Belfast: build credibility through evidence

Belfast's approach applied directly to Wiri's security work and our advocacy through the Parliamentary Regulations Review Committee.

Its message was simple: economic and physical security are connected, and effective safety comes from coordination and early warning, not just responding after something goes wrong.

That's already how Wiri operates through Global Security, the VGRID camera network and our relationship with Counties Manukau Police. We should use that evidence more strongly in our advocacy, including around truck parking and the current bylaw gap.

Belfast also reinforced the importance of being a reliable source of ground-level information during institutional change. As transport responsibilities move from AT to Council, Wiri needs to be seen as a source of evidence, not simply a source of complaints.

Two precincts worth studying

I also visited London Riverside BID and Sandyford Business District in Dublin.

London Riverside has a freight charter covering loading zones and access between the BID, major tenants and the local highway authority. It's worth considering for Wiri while our own bylaw advocacy continues.

Sandyford's Green Charter links environmental action to cost savings through shared waste contracts and purchasing. More than 70% of members participate because it saves them money. Its transport agreement with Dublin City Council, covering bus frequency and stop placement, is also relevant to Project Re-Connect. A formal transport agreement may be a quicker win than a full feasibility study.

What happens next

I've brought back nine specific initiatives, from a formal Council engagement protocol to full implementation of Wiri Waste Warrior and taken them to the Board for endorsement. Some can start immediately; others need scoping and consultation over the next six to 12 months.

Wiri already operates at a high standard by international standards. What this trip confirmed is that we're not behind on ambition or effort. We're behind on systematically documenting and using what we're already doing well.

That's the gap this work can close and it will put Wiri in a stronger position when 50 to 75 international BID leaders arrive in Auckland in April 2027 to see what a well-run industrial precinct looks like.

Discover your local at Our Local Bar

Looking for a friendly place to eat, unwind, catch the big game or catch up with colleagues? Our Local Bar is proud to be part of the Wiri community, an ideal place for an after-work drink, enjoy a delicious meal or the spot for your next function.

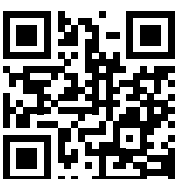
Open seven days a week, the kitchen serves lunch and dinner with all your bar-style favourites on the menu, at affordable prices. Drop in during our Happy Hour, Monday to Friday from 4:00pm to 6:00pm

Sports fans can enjoy major live matches on the big screens with Sky Sport, creating a lively atmosphere for game day. If a little friendly competition is more your style, challenge your mates to a game of pool or darts.

Planning an event? Their dedicated function area is ideal for birthdays, celebrations and work functions. For those who prefer the outdoors, check out their secret garden area out the back.

As a special promotion running until the end of November, Our Local are offering Wiri local businesses a one-time 10% discount – just quote this ad from WiriLink. It's a great opportunity to support local while enjoying what Our Local has to offer.

Scan the QR code to explore their food and drinks menu, venue videos and opening hours.





Meet Licensed Renovations: Building dreams brick by brick

Kiwis love to renovate, but what if DIY is not in your DNA? That's where Licensed Renovations, experts in renovations, transformations and restorations can help. WiriLink sat down with Jennifer and Russell Clark, Managing Director and General Manager of Licensed Renovations to find out why they love helping people realise their dreams.

Strong foundations as home renovation specialists

Licensed Renovations are award-winning home renovation specialists; with a team of twelve including builders, a quantity surveyor and project manager.

"We are members of Master Builders, our site managers are qualified builders and every project we take on is costed by our in-house quantity surveyor at concept stage" says Russell.

"We do small, medium, and large projects throughout the Auckland region. We mainly do renovations; from a small bathroom upgrades and kitchen remodels through to major villa restorations and million-dollar home transformations."

While their workshop is based in Wiri off Ash Road, Russell and Jennifer spend a good amount of time onsite at their current projects, including their additional home in Onemana, in the Coromandel.

"We are currently building our dream home in Onemana. Living through a build from start to (almost) finish gives us a good understanding of some

of the pain points our people go through when they undergo renovations!" says Jennifer.

The building blocks to success

For the Licensed Renovations team, every project starts with understanding the client's goals. Russell takes a personal interest in ensuring that they give clients honest advice, realistic expectations, and quality workmanship from the very beginning.

One of the company's biggest points of difference is its detailed early-stage budgeting process. The team works with homeowners to understand the full picture before work begins.

"Renovations typically blow the budget, however it's because the budget was never set properly at the start. We set the budget properly to give an overview of all potential costs. Sometimes that means the client needs to change the budget or change the scope of work."

That approach often means advising clients to delay a project or rethink their plans instead of signing them up for work that isn't in their best interests. It's an

attitude that has helped build long-term relationships, with many homeowners returning months or even years later after appreciating the team's honesty.

"We focus on giving people good advice; people always appreciate our honest opinion. It means that we might not win every job, and we are selective on providing quotes for projects they know they can add value" adds Jennifer.

Raising the roof: Stars of the Home Show

That commitment to education has also made Licensed Renovations a familiar face at the Auckland Home Show.

Russell first became involved years ago as part of the show's "Ask the Experts" programme, offering independent advice to visitors without promoting his own business.

Licensed Renovations returns each year to present seminars covering everything from choosing the right builder and understanding contracts to planning realistic renovation budgets.

This year, the team is taking a fresh approach by combining practical kitchen design advice with live cooking demonstrations.

"We're trying something a little bit different this year with the cooking demonstration. We'll tie in elements of designing kitchens, your lifestyle, and budgeting" says Jennifer.

Though presenting at the Home Show is an amazing marketing opportunity, both Russell and Jennifer, love helping people make better decisions before they spend hundreds of thousands of dollars.

Solid foundation investing in the next generation of apprentices

That desire to help extends well beyond clients. Licensed Renovations has become known for investing in apprentices and mentoring the next generation of builders, including supporting women entering the construction industry.

The business regularly takes on apprentices, with many staying on after qualifying, while Russell also enjoys mentoring people who want to start their own businesses.

"I started out as an apprentice in 1987 and have been in the building industry ever since. I love mentoring people; being a business coach will probably be my next job."

Jennifer shares that passion, advocating for women in construction as the former president of National Association of Women in Construction.

"We are proud to have a female apprentice on the team and to grow female representation in the industry. We recently applied on her behalf for the Outward Bound Mana Wāhine scholarship through BCITO, which she was awarded" smiles Jennifer.

Continuing on the tools

So why do they continue doing what they do after so many years? It's simple.

"We love helping people. We understand renovating can be daunting, but we are there to help our clients." says Jennifer.

"I love having good clients; I'm not working for you, I'm working with you" concludes Russell.

If you'd like to know more about Licensed Renovations, check out their website www.licensedrenovations.co.nz, email info@licensedrenovations.co.nz or call 027 487 1351

Scan the QR code to find out when Licensed Renovations are presenting at the Home Show:



Scan QR code to see some of the Licensed Renovations completed projects:



Innovation is par for the course: Introducing Howling Wolf Projects



A golf simulator isn't something you expect to find tucked away in a warehouse in Wiri. WiriLink sat down with Tim Newman, founder of Howling Wolf Projects, to discuss how he's gone from selling coated textiles to starting a business from scratch and selling high-end golf simulators.

Turning the corner from setback street, and on the road to success

Sometimes the best businesses are born out of necessity. For Tim Newman, the decision to go out on his own came after a few setbacks including personal loss, family illness, divorce and commuting across Auckland to do the school runs that made staying in regular employment impossible.

"I've always had the dream of running my own business. When the thunderclouds rolled in, I figured why not jump in the

deep end, and see if I can swim?" laughs Tim.

Today, based in a unit based at 8/51 Ash Road in Wiri, Tim is channelling years of technical know-how, a drive to come up with better solutions and a passion for golf into what he's confident will become New Zealand's premier golf simulator supplier.

From Textiles to Tee Shots

Before Howling Wolf Projects, Tim spent years as a sales manager in technical coated textiles, selling raw materials used to

manufacture everything from hospital mattress to printed billboard skins. Frustrated by always selling raw material rather than finished products, he purchased a niche product category from his previous employer as a foundation and launched Howling Wolf Projects around three years ago.

"We sell a range raw materials and components used in the manufacture of stationery products. We also sell fabricated rolls of wide format print material for giant slip n slides."

"Selling textiles from the warehouse is what has kept the lights on while I focused on developing something bigger".

From tinkering to a premium golf simulator

The golf simulator business didn't arrive fully formed. It started with a hit net in the corner of Tim's warehouse and a developed due to a habit of experimenting with materials. Playing around with components acoustic panels and frames, one thing led to another.

"I wasn't thinking I need to build golf simulators, it just evolved."

R&D is expensive, and Tim has learnt to prove concepts cost effectively before committing to custom tooling for mass production.

"You might think a particular aluminium extrusion profile would be perfect, but when the die has a \$5,000 price tag, get it wrong and you are burning money. Successful R&D is about cost effectively proving a concept before you commit to scaled productions."

During development, Tim visited Golf Sim studios across New Zealand and Australia, always asking the same question: how could this be better?

"A lot of the time I'd walk into these places and think, this is great but they haven't done this, or they haven't thought about that."

"It got me thinking - how can this be the most user-friendly, functional, and clean-looking product possible?"

That curiosity led to a polished, high-end product. Tim has developed many of the key components; custom multi-layer acoustic panels, an innovative aluminium framing system, full putting turf and realistic hit mats,

projector screens made from impact absorbing spacer fabric, the same spongy material found in quality sports shoes. Add a launch monitor, a projector, and powerful PC running software that lets players tee off on courses like Augusta, Pebble Beach, and Te Arai Links, and you have a fully immersive virtual golf experience.

While competitors typically use basic enclosures, either timber frames with thin foam facing or flimsy tent pole & canvas construction, his pergola framing system & 35mm thick acoustic panels offer superior sound absorption and a noticeably cleaner finish. The panel connections are invisible from the front. The build quality shows.

The golf landscape is shifting, both globally and here in New Zealand. The next wave of play is becoming more technology driven, more accessible, and far more social. In this evolving market, Tim sees plenty of room for a product that simply does it better.

More innovation to come

Tim has his sights focused on bigger things, working on multiple projects as they come up.

Howling Wolf Projects received a Callaghan Innovation grant for a separate project, a foam bin liner for kiwifruit packing bins that reduces bruising from orchard to pack house.

Long-term, Howling Wolf Projects will serve as his R&D engine, with each successful product spinning off into its own standalone business.

"In 10 years, I hope to have a handful of products, each with their own business. That's the big-picture dream."

In the golf sim space Tim

is shifting from a focus on development into full sales mode. He's building his presence on social media ([howlingwolf.nz](https://www.howlingwolf.nz)) and YouTube ([howlingwolf.nz2023](https://www.youtube.com/channel/UC2023)), and has event activations firmly in his sights as launch platforms. Most importantly, he's open for business and happy to chat.

"I want people to know that if they're interested, I'm approachable. Give me a call or come and have a hit."

Want to find out more about Howling Wolf Projects and their premium golf simulators, projects on the go or wholesale textile products? Visit www.howlingwolf.nz, email admin@howlingwolf.nz. Or drop by the warehouse in Wiri for a chat and maybe a few swings.



**Howling Wolf
Projects**

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You Tube
[@howlingwolf.nz2023](https://www.youtube.com/channel/UC2023)



Dalton Electrical: Powering industry in Wiri and beyond

For six decades, Dalton Electrical has helped keep some of New Zealand's biggest industrial operations running. WiriLink talked to Reghardt Lewis, Service Manager of the South Branch in Wiri, about how they are much more than your typical sparky.

Dalton Electrical are industrial electrical specialists

While many people think of electricians as the people who wire homes or install lights, Dalton Electrical has built its reputation in a very different space – providing specialist industrial electrical, automation and engineering solutions that keep factories, warehouses and manufacturing plants operating safely and efficiently.

"Dalton Electrical is one of Auckland's leading industrial electrical contractor companies," explains Reghardt.

"We specialise in electrical engineering, automation, maintenance, technical services, machinery installs and relocations, commissioning and

decommissioning, thermal imaging, compliance testing and emergency lighting inspections".

"We work closely with manufacturing and logistics companies, warehousing businesses and other industrial clients where critical operations need to keep running safely and smoothly."

Keeping it simple for their customers

What sets Dalton Electrical apart is its ability to be a one stop shop for their customers. Rather than relying on multiple contractors, clients can work with one experienced team from concept through to completion.

"We provide a complete in-house service, from design engineering right through to installing, commissioning, automation, repairs, breakdown

response and ongoing maintenance. Our focus has always been on building long-term relationships and delivering practical solutions that help our customers succeed."

Unlike residential electrical work, industrial electrical projects require highly specialised expertise. Dalton's technicians work with everything from automated production lines and robotics to large-scale machinery, ensuring complex systems continue to operate reliably.

Wiri is the centre of the south

Opening a dedicated South Auckland branch at Wiri was a natural progression for the company.

"Wiri has become one of Auckland's most important industrial and logistics hubs. It is a fast-growing area, which naturally makes it a good location for Dalton Electrical. Being based in Wiri allows us to be close to many of our customers and respond quickly."

Although plans for the branch began just before COVID-19 disrupted businesses across New Zealand, Dalton Electrical used the period to strengthen its South Auckland presence. Since then, the branch at 55a Druces Road has grown rapidly from just two staff members to a team of twelve, with plans to expand in the near future.

The location also benefits both customers and staff. By having branches closer to where people live and work, Dalton Electrical can respond faster to breakdowns while reducing travel times, improving safety and helping employees maintain a healthier work-life balance.

Safety and people come first

Safety sits at the heart of everything Dalton Electrical does. The company has invested heavily in new safety systems, specialist equipment and training, while fostering a culture where staff are encouraged to openly discuss hazards and learn from incidents.

"We want people to talk about safety. Incidents do happen. We want to understand how we can stop it happening again. The main focus is simple – go to

work safely and go home safely."

That investment extends beyond health and safety into developing the next generation of industrial electricians. Dalton Electrical regularly takes on apprentices, investing significant time and resources into training programmes that have produced multiple award-winning apprentices over the years.

"That shows how serious we are in developing the new generation in the industry. The apprentices who show interest and want to learn often stay with us, and we employ many of them once they've completed their training."

Award-winning culture

Dalton Electrical's commitment to its people has not gone unnoticed. The company has been recognised at the 2degrees Auckland Business Awards, including being acknowledged for its outstanding workplace culture.

Winning these awards reflects far more than strong leadership.

"It's a proud moment for the business. That is a team effort. It is not just management; it's all 160 people who work for Dalton Electrical" says Reghardt.

That team-first philosophy has helped the business build long-standing customer relationships, with many industrial clients choosing Dalton Electrical as their trusted partner for decades.

If you would like to learn more about Dalton Electrical's industrial electrical, automation and engineering services, visit their website www.daltonelectrical.co.nz, or call the Wiri Branch on 09 238 2004.

Scan the QR code to check out some of the projects Dalton Electrical has been part of:





Kitchen Experts: Crafting quality kitchens

A kitchen is much more than cabinets and benchtops - it's the heart of the home. WiriLink sat down to chat with Sandeep Aggarwal, Director at Kitchen Experts about how he came into the industry, what quality means to them and the importance of measuring twice.

Kitchen Experts and more

While kitchens make up the bulk of the company's work, the team manufactures much more than that. Kitchen Experts provides custom cabinetry solutions for homeowners, builders, and developers alike.

"We are a kitchen manufacturing business; however, we are not restricted to just kitchens. We make all sorts of cabinets, like wardrobes, vanities, and laundries. We do any kind of commercial shop fittings, and all kinds of cabinets" says Sandeep.

Importance of good design

Operating from their purpose-built premises at 141 Kerrs Road, the business services both individual homeowners undertaking renovations and large-scale residential developments across Auckland and beyond. Whether it's designing a single bespoke kitchen or manufacturing multiple kitchens for a townhouse development, every project receives the same attention to detail.

For Sandeep, one of the biggest differences between a standard kitchen and a premium one comes down to design.

"When it comes to medium to high-end kitchens, there's lots of work to do, mainly the designing component. That's the most important part of this industry."

The details matter

That commitment to quality extends well beyond design. One of the standout features of Kitchen Experts is its investment in advanced European manufacturing equipment, allowing the team to



achieve exceptional precision and consistency throughout the production process.

"We have top quality European cutting machines which give us confidence of the quality of cabinetry we produce."

The company also distinguishes itself by using moisture resistant MDF cabinetry instead of standard particle board. Combined with a workmanship warranty and adherence to New Zealand industry standards, it's an approach that has earned the trust of designers and homeowners looking for long-lasting results.

Kitchen Experts is also a member of the National Kitchen and Bathroom Association (NKBA), giving customers further confidence that they're working with a business committed to professional standards and continuous improvement.

Attention to detail continues long before manufacturing begins. Rather than relying on a single site measure, the team has adopted a two-stage measuring process to ensure every kitchen fits perfectly once demolition is complete.

"After demolition, we will go for the measurements again. That gives us the confidence that what we give to the client is perfect and we can reduce future callouts."

Building the business

Prior to Kitchen Experts, Sandeep has been running Vwood, the importers of premium wood-based panel products for a decade, supplying kitchen factories around Auckland. Branching into the kitchen design and supply businesses was the natural next step.

"Kitchen Experts were originally customers of Vwood; the opportunity came up to buy the business, so I took the leap".

Since purchasing the business just over two years ago, Sandeep has invested heavily in transforming both the factory and showroom.

"We've done a lot of work on the factory, showroom, and our offices. The factory needed to be set up properly with storage areas. There was no showroom; we've since added as it's an important space for clients to visualise their dream kitchen."

The business continues to evolve. Alongside cabinetry, Kitchen Experts now offers complete kitchen renovation projects, coordinating trusted trades to provide customers with a true one-stop solution. It's a natural progression driven by customer demand for a simpler renovation experience.



Importance of a great team

Despite the company's investment in technology and growth ambitions, Sandeep believes the biggest factor behind Kitchen Experts' success is its people.

"We've got a great team; I think team is what makes a business. Team spirit is something I've always encouraged because everyone has to work together well to create a nice kitchen."

Today, Kitchen Experts is completing projects across Auckland, Hamilton, Tauranga, Rotorua and even Wellington, while remaining proudly based in Wiri. With plans to continue growing their team and expanding their services, the future looks bright for this local manufacturer.

If you're planning a new kitchen, renovation or custom cabinetry project, the team at Kitchen Experts welcomes visitors to their Wiri showroom to explore their products, discuss ideas and see their advanced manufacturing capabilities firsthand.

To arrange a showroom, get in touch with Kitchen Experts by emailing info@kitchenexperts.co.nz and discover how they can help bring your vision to life. Visit their website kitchenexperts.co.nz for more information.

Scan QR code to see some of the amazing transformations Kitchen Experts have done:



Brightside Coffee: The hot opportunity brewing in Wiri

'Life begins after coffee' – that's certainly the case for many people every morning. It's also created the next chapter for Janine and Terry Sorensen from Wiri's latest addiction, Brightside Coffee Roasters. WiriLink sat down with Janine to chat about the leap into the coffee roasting business, the move to Wiri and what the future holds.

An idea that started brewing...

You might be surprised to learn that the husband-and-wife team didn't come from a coffee background.

"We weren't from the coffee industry; we've always loved coffee and been passionate about the craft of roasting as well as the post roast process from bean to cup" admits Janine.

The opportunity came when Brightside Coffee, originally based in Tauranga and established in 2012, went up for sale. It was an opportunity that was too good to miss.

From there, the journey began - learning everything from sourcing beans to roasting techniques.

Today, Brightside Coffee operates across two key areas: wholesale supply to cafés and a growing retail arm.

"We're mostly supplying cafés at this stage, but the retail side has

grown a lot, we also contract roast for individual cafes. We offer an easy online subscription model for customers to receive fresh whole beans or ground coffee direct to your door regularly without the hassle".

"Our House blend is truly divine, roasted to a medium to dark profile and perfectly balanced with notes of chocolate and berry. Everyone needs to try it!"

The Art and Science of Coffee

At the heart of Brightside Coffee is the roasting process. Brightside's newly appointed head roaster has extensive experience having been in the industry for over 15 years across many large coffee roasting and supply businesses. His expertise from cupping (coffee equivalent to wine tasting) to blending and brewing is outstanding, bringing excellence into every cup.

The journey from green bean to cup is more complex than

many realise. Beans are sourced from different regions around the world, each bringing unique characteristics. Brazil, Colombia are some of the more common areas, but some of the East African nations like Ethiopia and Kenya have amazing and more delicate fruity flavours which truly lift your morning ritual to another level.

"Where coffee beans are grown, the altitude, the season, the wash process – all these factors affect the flavour."

Brightside currently offers four blends, including a house blend made from four origins, a newer chocolate-forward blend, an organic option, and a Brazilian decaf. Each has been carefully developed to achieve a distinct flavour profile.

The roasting itself is a hands-on process, both a science and an art.

"It's all manually controlled on our Italian Petrocini Roaster. These roasters are known for bringing

out the flavours of the beans more than the larger commercial roasters. You have to manage the airflow and the heat throughout the roast, which is all carefully controlled and monitored through software programmes. One degree can make a big difference to the flavour profile so everything is tracked very closely."

A typical roast takes around 15 minutes but that's only part of the process. After roasting, the beans need time to rest.

"The beans de-gas for a few days, during this time the flavour keeps developing. Around 15 - 30 days after roasting is when they're really at their best."

Freshness is one of Brightside Coffee's biggest points of difference. Unlike supermarket coffee that may sit on shelves for months, their beans are roasted regularly and packed to order.

"We are obsessed with producing high quality coffee, delivered fresh, and consistently good."

More Than Just Beans

Beyond roasting, Brightside Coffee also supports cafés with equipment and expertise. The business supplies coffee machines under contract, helping cafés

maintain consistency while serving their blends.

They're also exploring opportunities in events, corporate supply, and coffee carts.

"There's definitely room to grow. Now we are based in Wiri, we'd like to get into supplying more businesses as well – to help them up their coffee game."

Despite being relatively new to the industry, the learning curve has been rewarding.

"It's been a huge learning experience, particularly when it comes to roasting and developing blends. It is a real art and science right through from roasting to extraction."

Looking Ahead

For Janine and Terry, the future is about steady, sustainable growth.

"We'll also look to expand our product range to include teas, drinking chocolate, syrups and other café essentials, to become a more complete supplier for our customers" says Janine.

We are looking forward to helping businesses in the area up their coffee game – better coffee at work = better business.

If you want to learn more about Brightside Coffee, check out their website www.brightsidecoffee.co.nz/ or email hello@brightsidecoffee.co.nz.

Otherwise drop into the roastery between 9am and 12pm on weekdays at 2/68 McLaughlins Road, buy some beans and they will shout you a coffee to go!



Onform: Bringing the Wiri Business brand to life

When a business moves into a new space, it's the perfect opportunity for a fresh look. Thanks to the team at Onform, the Wiri Business brand is now proudly on display for everyone travelling along Ash Road to see.

Family-owned and operated for more than 15 years, Onform is led by Jared Percival, Director and is proudly based on Druces Road in Wiri. The team specialises in high-quality signage, interior fit-outs, and property maintenance, helping businesses create spaces that look professional and leave a lasting impression.

From custom shop fit-outs and vehicle wraps to large-scale signage and car park line marking, Onform offers a complete solution for businesses looking to create a strong physical brand presence.

With an in-house design team, Onform can support businesses at every stage of their project journey. Whether you're starting with an idea or have finished artwork ready to go, their experienced team can help bring your vision to life.

"We know that bringing a brand to life is about much more than putting up a sign. By bringing design,

signage, fit-outs and maintenance together under one roof, we make the process simple for our clients. They have one team they can rely on from concept through to completion, and we're proud to help businesses create spaces that reflect their brand."

If you're planning a new premises, refreshing your workplace, or looking to elevate your brand, Onform has the expertise to help.



Get in touch with Onform by emailing hello@onform.nz, phone 0508 ONFORM or check out their website www.areyouonform.com



Local Business, local impact: Meet the will&able Clean Team

Looking for a cleaning service that makes a difference? There's a team right on your doorstep doing exceptional work and creating jobs that change lives.

will&able is a Wiri-based social enterprise with a simple purpose: creating meaningful employment for neurodivergent and differently abled people. Of the organisation's 170 staff, 130 are people with disabilities, working across commercial cleaning, packing, kitting, refurbishment and light manufacturing. You might know will&able best for their eco-cleaning products, but they do so much more.

The Clean Team is will&able's commercial cleaning service, based right here in Puhinui Road. That local presence matters. It means a team that can respond quickly when something comes up, and it also means every dollar spent on cleaning stays close to home, supporting jobs for people in our own community.

Clean Team clients can expect the same sparkle every visit: thorough, professional cleaning delivered to a high standard, by a team that takes real pride in the work. They're using will&able's own range of trusted, and environmentally responsible, cleaning products which means you'll also receive a clean that's better for your people and better for the planet.

For the Wiri Business Association, that combination

of reliability and purpose is exactly why they've hired the Clean Team.

"The will&able Clean Team has been looking after our premises for five months now; the office is sparkling thanks to their care and attention to detail. Knowing that every clean is also creating meaningful, inclusive work for people in our own district makes the partnership even more worthwhile. We'd encourage other Wiri businesses to review their cleaning arrangements and try the Clean Team for themselves."

– Gary Holmes, Wiri Business Association

Choosing the Clean Team is more than a cleaning contract. It's Wiri businesses backing Wiri jobs and helping build a district where everyone has the chance to contribute. Every contract supports meaningful employment for people who are too often overlooked by mainstream workplaces - and helps prove what's possible when people are given the right environment to thrive.

If your business is looking for a cleaning partner that combines dependable, high-quality service with genuine social impact, here in your own backyard, consider the will&able Clean Team.

TRY A FREE CLEAN! If you're looking for a change, give us a try for free. Email info@willandable.co.nz or call 09 275 2074 to book your spot. Limited to five free commercial cleans, for 150m2 office spaces or larger

will&able: does the job, creates a job. willandable.co.nz



Communication is key: Understanding personalities to unlock better outcomes

By Vivienne Broderick

Recently Vivienne Broderick from Training Matters delivered a Lunch & Learn session on communications. Here is an abbreviated article on some key tips about communicating with others, see www.wiribiz.org.nz for the full version.

Every workplace has them ...

Sam always wants all the facts about something before making a decision. Jordan gets frustrated with too much talk and just wants to get started on things. Grace enjoys chatting with everyone, any time. Ray is often heard to say, "Just give me the bottom line - I don't need all the facts!" Riley keeps checking with other team members about whether they are doing the right thing.

None of these approaches are wrong. They simply reflect different ways of thinking, communicating, and interacting.

The challenge is that when we don't understand these differences, frustration can quickly develop.

Understanding personality differences can make every interaction easier and leads to stronger teams, fewer misunderstandings and increased productivity

Personality profiling looks at what makes different people tick, and if you can tap into individual needs

and styles, you will be more successful in how you interact with them.

Are you an eagle, dove, owl or peacock?

The 4 Bird Personality Profiling Tool is based on two key behavioural continuums:

Direct versus Indirect: how we communicate with others.

Supporting versus Controlling: how we influence and work with others.

People who are more direct tend to:

- Speak openly and get to the point.
- Say what they think without much hesitation.
- Make decisions quickly.
- Address issues head-on rather than avoiding them.

People who are more indirect tend to:

- Choose their words carefully to maintain harmony.
- Hint or suggest rather than state things bluntly.
- Take time before expressing opinions.
- Prefer diplomacy and tact when discussing sensitive issues.

People with a supporting approach tend to:

- Focus on helping and encouraging others.
- Build relationships and create trust.
- Collaborate and seek consensus.
- Be patient, approachable and empathetic.

People with a controlling approach tend to:

- Take charge and provide direction.
- Focus on achieving results and meeting objectives.
- Make decisions confidently and independently.
- Set clear expectations and hold others accountable.

By understanding where we naturally sit on these continuums, we can identify our preferred communication style and better understand the preferences of others.

Eagles are decisive, results-focused, and like action. Eagles want progress, challenges and to get things done.

Owls are analytical, organised and value facts and accuracy. Owls want lots of information and make well-considered decisions.

Doves are supportive, patient and relationship-focused. They value harmony, cooperation, and making sure people feel included.

Peacocks are enthusiastic, outgoing and enjoy people. They are creative, ideas-people, and love exploring possibilities.

Once you understand someone's preferred style, you can adapt your approach to communicate more effectively.

You will give Sam lots of facts and evidence before asking for a decision. Jordan will respond better to concise information focused on outcomes. Grace will value time spent building rapport. Ray will appreciate only the basic facts, without too much "fluff." Riley needs you to touch base often and give reassurance of work well done.

Quick tips for communicating with the four personalities:

When talking to an Eagle:

- Be brief
- Get to the point
- Focus on outcomes
- When talking to an Owl:
- Have your facts ready
- Explain your reasoning
- Don't rush decisions

When talking to a Dove:

- Build rapport
- Listen carefully
- Show appreciation

When talking to a Peacock:

- Be enthusiastic
- Encourage ideas
- Allow conversation

The goal is understanding, not labelling. Personality profiling isn't about putting people into boxes. It's about recognising that people naturally see the world differently. When we understand those differences, we become stronger communicators, more effective leaders, and better colleagues.



Training Matters delivers training on a range of topics including communications, sales, personality profiling and more.

Contact viv.broderick@gmail.com if you would like to discuss your team's training needs.



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THE SURVEY COVERS



Demographics



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Wellbeing



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satisfaction



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YOUR RESPONSES ARE ANONYMOUS

No names or identifying information are collected. Your employer will not see your individual responses.



COMBINED REPORTING

Responses are combined with others so no individual or workplace can be identified.



YOUR INPUT, BETTER FUTURE

Your feedback will help create stronger, healthier and more resilient industrial areas for all.

For more information on the Future Urban Industry project, contact:

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