

SKOPE gives a warm fuzzy this winter

The term “warm fuzzy” has taken on a whole new meaning around Christchurch this winter.

In the wake of the earthquakes, we know it’s a tough time for many Christchurch residents, whose homes are damaged and not warm enough, during the winter months. We launched a heating campaign to help people find the best heating products for them, whatever their circumstances.

We developed a cute and loveable character known as the Warm Fuzzy, who symbolises SKOPE’s passion for helping the people of Christchurch. The Warm Fuzzy helps clearly identify our heating products and explains how our range of quality heaters are cost effective, energy efficient, easy to install and relocatable, so can provide the flexibility people are looking for if their circumstances change.

SKOPE has partnered with the three Christchurch PlaceMakers stores to promote our heating range, as well as offering great deals on our Airelec Tactic panel heaters.

We also partnered with the popular local MORE FM radio breakfast team of Si and Gary. Through the month of June they gave away three \$1500 SKOPE heating packages to deserving listeners – the three winners live in Christchurch’s Marshland, Hoon Hay and Wainoni.

The idea of helping Christchurch residents choose a heating solution to make things better this winter gives us a big warm fuzzy ourselves. In fact, we like the concept so much, we’re keen to share it and will expand the Warm Fuzzy character and programme across the country, so over time he can help people across New Zealand choose the right home heating solution for them.



A message from us



This month marks the start of a new business year for SKOPE and we are focused on continuing to deliver to the expectations of our valued customers.

While we share the challenges of many Cantabrians in regard to the continuing seismic events within our city (now totalling more than 7,800), I would like to take the opportunity to reassure you all on a number of aspects.

Our factory has not sustained any damage as a result of the Christchurch earthquakes and we have continued to be fully operational throughout the ongoing aftershocks. We have a committed resilient team and continue to recruit staff and grow the business in spite of the effects of a recessive economic environment.

With winter upon us, SKOPE’s energy efficient heating products have been in increased demand, particularly locally, as people with damaged homes and chimneys seek an effective and flexible alternative heating solution. Our Tactic range of panel heaters have been installed in the temporary housing initiative, funded by the Department of Building and Housing, to support residents who

have had to abandon their homes. This, coupled with a community focused Warm Fuzzy advertising campaign, has positioned SKOPE heating solutions favourably in the mix.

But our business is not all about supporting earthquake recovery in our city. Recently the new Christchurch Airport terminal was completed with the bulk of refrigeration systems supplied by SKOPE. Other high profile jobs we have recently been involved in include the Hilton Hotel in Queenstown and the Eatons Hill Hotel in Brisbane

Our success through a somewhat turbulent previous year, gives us confidence in our ability to evolve and continue to be aligned with the needs of our customers in the year ahead.

Best wishes for the months ahead,

Guy Stewart
MANAGING DIRECTOR



SKOPE supports Canterbury Rugby

SKOPE is proud to be right in behind red and black rugby this season, having just signed a new sponsorship deal.

We are one of 22 leading Christchurch and Canterbury businesses to have taken up a unique invitation to work with Canterbury Rugby for the 2011 season.

For SKOPE this sponsorship is about an iconic Canterbury brand, supporting our community and assisting in normality returning to our city as quickly as possible. Our sponsorship will not only support the Canterbury team but will also help to support the 47 rugby clubs across Canterbury – many of which our staff and their children play for.

We are very proud and excited to be part of this community partnership. Our sponsorship

illustrates we live here, do business here and intend to stay here. It shows we care about what happens to iconic elements of those things that combine to make the province of Canterbury all that it is.

Canterbury Rugby has a rich and proud heritage stretching back over 130 years, and is one of those significant but intangible confidence drivers that will help some much needed enthusiasm to return confidence to the wider community.

SKOPE is proud to be backing Canterbury Rugby, as another reflection of the way we support the region we love.

Reintroducing Brady Wiseman



Brady Wiseman's middle name could well be 'diverse'. Swapping his chef's hat for other things, Brady has had education and experience in a broad range of many facets of the foodservice industry.

He's now SKOPE's National Sales Manager, Food Services – Australia, after years as a chef, chef trainer, sales executive, food product developer and project manager.

At 15, Brady started as an apprentice chef, trained as a pastry chef, then chef. He worked his way up the ranks in the Sheraton then Heritage hotel groups. Then he indulged his interest in what makes businesses tick, moving to Unilever for sales and business training across the company's food brands. He conducted demonstrations and presentations, which led to training student chefs.

Next, the healthcare area. "I developed hotel style cuisine for the healthcare industry. I also completed a diploma of business management and trained as a clinical nutrition assistant. The training included understanding the food safety principles developed by NASA for astronauts. I became an accredited instructor, but was deliberately working my way out of the kitchen."

Brady then worked as a technical sales manager, for a food product development company, before joining SKOPE in 2004.

"I started with SKOPE in sales and business development" he explains. "I understand both food and kitchen design principles, so can imagine working in a kitchen being designed or already built, to work out what's best for the customer."

Brady was instrumental in the development of the Projects area and will now lead our Australian Foodservices team.

"This team connects SKOPE to the industry and manages every detail to make it easy for clients. I lead a fantastic team of great guys, who know their stuff, work hard and are as keen as I am to make sure SKOPE is number 1."



Christchurch Airport Case Study

Airport redevelopment showcases SKOPE refrigeration

SKOPE prides itself on delivering high quality, visually appealing products to its clients. It was these factors that set SKOPE refrigeration apart when it came time to fit out the redevelopment of Christchurch's international and domestic airport terminals.

Food and beverage retail services provider HMS Host, won the tender to develop a total of 11 sites in the International Terminal and the new Integrated Terminal. HMS Host worked with the team at Redesign Group to design and fit out the establishments and SKOPE dealer Southfreeze Refrigeration to supply the back and front of house refrigeration.

Keeping it local in regard to suppliers was a key focus for Host in project managing the Airport redevelopment says Terry Bastion, the company's Refrigeration Engineering Consultant.

"Supporting local business not only benefits the Canterbury economy but also makes it easier longer term for after sales service. As a well-known brand that is locally owned and operated in Canterbury, SKOPE products were the perfect choice for the new South Island Gateway."

Terry says he has always been a fan of SKOPE products because of their innovative design and quality so was delighted to bring together FPG and SKOPE to fit out the new airport development.

"I have always been impressed with the high quality of SKOPE refrigeration, and the fact SKOPE is a local manufacturer is a benefit. I love the ease of dealing with local companies and the end result is fantastic for the Airport that sees millions of travellers through its doors each year.

"It makes a difference to people if the food and beverages are of high quality, so we chose a refrigeration product which has demonstrated excellence in a multitude of retail environments."

SKOPE's premium foodservice Pegasus refrigeration, is part of the new Koru Club lounge on the ground floor, and back bar and counter line refrigeration is part of the new Food Courts which includes food stores Number Eight Bar & Café, Sakura Sushi, Noodle, Healthy Habits, Underground Coffee and Trattoria Milano.

Stage Three of the airport redevelopment, due to open in early 2012, will utilise more of SKOPE's refrigeration products.



Photos courtesy of Redesign Group

Highlights from 2010–2011

- Secured exclusive Australasian and Pacific Island distribution rights to the world-leading range of Irinox Blast Chillers and Shock Freezers.
- Sole distribution rights to the Misa brand of Cool and Freezer Rooms in Australia.
- Numerous award recognition: Coca-Cola Amatil supplier awards; runner up for innovation; winner of the NZ supplier award; finalist in the Canterbury Champion Business Awards.
- Successful launch of the SKOPE Smart-Timer in partnership with EECA; a power saving device to compliment our heated towel rail range.
- Warm Fuzzy was introduced in conjunction with Placemakers to help quake-affected Christchurch residents stay warm over winter.
- We maintained our strong community links as sponsors of the Canterbury Tactix Netball Team, and naming sponsors of the 20th Anniversary SKOPE Classic car racing event, an extremely popular summertime event.
- Despite a series of large quakes and over 7,000 aftershocks; thanks to our loyal and dedicated staff we remained at full production, and delivering the superior levels of customer service SKOPE is renowned for.

