

# the loop.

Keeping you in it

September 2024



BUSINESS FEATURE

## Furniture Now

### Insurance

Insights from MW Insurance

### Give it a Whirl

Reformer Pilates at The Pilates Room

# Nau mai, haere mai Welcome to Pukekohe

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WE ADVOCATE  
FOR, SUPPORT, &  
PROMOTE LOCAL  
BUSINESSES

## Member Benefits:

The Pukekohe Business Association is dedicated to empowering local businesses and contributing to a prosperous Pukekohe. We are involved in many facets of our town to help businesses thrive, residents prosper and our town flourish, but our first priority is supporting our members' businesses. We do this in a number of ways:

### Promotion

- Marketing campaigns that showcase local businesses and town attractions
- Inclusion in an online business directory
- Events, promotions, beautification projects and placemaking that attract customers to town
- Biennial Business Excellence Awards
- Free job & event listings

### Business Development

- Free, high-value workshops and training opportunities
- Subsidies valued at \$3,000+GST for each business
- Coming soon: Mentoring Programme and more Small Business Support

### Networking & Connections

- Sharing PBA updates, local business news & events, sponsorship and development opportunities
- Regular business and industry events
- Opportunities to engage with community
- A network of local businesses

### Advocacy & Security

- Fostering relationships with Police, schools, govt agencies, Auckland Council & its subsidiaries, Franklin Local Board, community groups and industry associations (among others) to benefit local business
- Advocating on policies and initiatives that create positive outcomes for the business community
- Facilitating meetings and info sharing
- Business security group
- Increasing network of CCTV security and CPTED placemaking

Find out more at [pukekohe.org.nz](http://pukekohe.org.nz)

## CHAIRPERSONS REPORT

# Pukekohe - A Foodie Mecca



Can you believe the food options that are available in Pukekohe now days. Oh how our little country town has changed!

I remember working in Manukau around the start of the millennium. If the family wanted pizza as a treat, I would pick up Pizza Haven from Manurewa on the way home. We didn't have a lot of choices in those days. When the kids were in primary school, they often chose Burger King for their birthday treat. The nearest branch was just past Manukau. At least petrol was cheaper back then.

Fast forward to today, and the options we have in Pukekohe are amazing. I've heard of people driving four hours to dine at one of our fine restaurants. You could sample a different menu every night, and it would take you more than a month to get through all our food providers—probably three months if you include the bakeries and cafes.

What have we done to deserve such an incredible selection? And more importantly, what are we doing to ensure these businesses continue to thrive? Here are a few ideas:

**Support local:** When it comes to staff work functions, parties, or similar events, there's no need to leave Pukekohe now. Plus, you can save money on taxi fares.

**Buy gift cards:** A gift card makes a great present for a special someone or a significant occasion. Treat them to a great night out.

**Leave positive reviews:** Whether on Google, Facebook Grapevine,

TripAdvisor, or other platforms, a positive review can make a huge difference. Let's shine a light on our amazing local eateries and encourage the rest of Auckland to come out for a visit.

**Give feedback:** If something doesn't meet your expectations, let the establishment know on the night or the next day. The old adage holds true—praise in public, critique in private.

This is a shout-out to our superb chefs and dedicated hospitality staff. Let's show them some love. Just another reason why Pukekohe is a great place to live, work, and play.

**Rupert Ross,**

**Chairperson of the Pukekohe Business Association**

## Administration



**Manager**  
Shawna Coleman  
shawna@pukekohe.org.nz



**Events & Promotions Coordinator**  
Chenay Douglas  
chenay@pukekohe.org.nz



**Membership Liaison**  
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**Marketing & Communications Coordinator**  
Brooke Druyven  
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## Committee



**Rupert Ross**  
Chairperson  
Vibra Train Pukekohe  
09 238 1951



**Philippa O'Mara**  
Treasurer  
Engine Room  
Chartered Accountants  
09 238 5939



**Melissa van den Brink**  
Vice Chairperson  
Smith & Sons Renovations & Extensions Franklin  
0800 002 760



**Alan Cole**  
Franklin Local Board Representative  
021 923 719



**Ash Hawke**  
Signmax Pukekohe  
09 238 8695



**Holly Jansen**  
The Daily Goods



**Maree Trow**  
Stirling Sports Pukekohe  
09 238 7689



**Merritt Watson**  
Pik n Mix Lollies  
027 702 8926



**Nutthida Boonprasert**  
Modish & Muse  
09 238 7797



**Peter Elliot**  
Computer Food  
027 314 6854

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Disclaimer: Whilst every effort has been made to provide valuable, useful information in this publication, the Business Association accepts no responsibility or any form of liability from reliance upon or use of its contents. Any suggestions should be considered carefully within your own particular circumstances, as they are intended as general information only.

## OFFICE UPDATES

# News From The PBA

We must be in the back half of the year – it’s starting to ramp up now! We’ve had two successful seminars so far, with plenty more on our “plate” this month! Have a read below to learn more.



### SUCCESSFUL SEMINARS!

Thankyou to everyone who attended the two seminars we hosted in August. Both the Sales Workshop and Stress & Resilience were all booked up! We are always looking for feedback and other seminar topics you’d like to see or other businesses that would like to present too – get in touch with [chenay@pukekohe.org.nz](mailto:chenay@pukekohe.org.nz) or scan the QR code.

### PUKEKOHE ON A PLATE

This month we will be heavily focused on sharing content and events from our local eateries. You’ll see our socials packed with events to attend, bites to eat and places to try. Make sure you follow us [@pukekoheba](https://www.instagram.com/pukekoheba) on socials – you may just find your next spot X!

### LATEST “SPEND TREND” DATA

Using EFTPOS data, we are able to pinpoint spending trends in Pukekohe compared to previous years. July data showed we were the second biggest spending suburb in Auckland (under Newmarket), with an average transaction amount of \$62.25 (again, 0.01c just below Newmarket). Keep pushing forward—peaks and troughs.

## EVENTS ON THIS MONTH

4th  
~~~~~

### BUSINESS & BEERS

Max, Claire and the team at Mag and Turbo are hosting September Business and Beers! Join us on the 4th of September from 5:30pm – nibbles and the first drink are on us! RSVP by scanning the QR code. See you there!

23rd  
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### KAI FRANKLIN - EAT STREET

We’re thrilled to announce that Kai Franklin will be hosting Eat Street – a unique food hall experience! With each course crafted by a different local eatery, this is an event you won’t want to miss. Keep an eye out for ticket details online, coming soon!

Scan Me



INTROUCING...

# Keys' Corner

Your friendly Community Constable updating you on what's been happening around town.



This month I would like to highlight the power of some recent collaborative work within our community helping to hold offenders to account.

Our recently established local WhatsApp security and buddy groups have enabled retailers to quickly alert each other about recent offences, including allowing staff to easily request additional support from nearby stores and Police when feeling unsafe.

It's important to remember that the above mentioned forums are not to be used as a way of reporting to Police. The official channels of 111, 105 or online reporting must be completed and accompanied by as much relevant information as possible. Two recent incidents of note:

A 111 call came through for a male wearing a boiler suit who had just shoplifted from Farmers and was supported by a photo of the offender on the PBA WhatsApp group. Sergeant Wayne Paxton and I began searching for the male after hearing the call come through our Police North Communications centre. The offender was quickly located in Pukekohe CBD, however he was not wearing the clothes that were initially described, he had been to another shop and obtained additional items. He was subsequently charged and will be appearing before the Court on shoplifting charges.

A second recent shoplifting incident from Guthrie Bowron (reported in the last issue of The Loop) involved offenders leaving with nearly \$3000 worth of paint. This offender was also held accountable for three other paint thefts out of our district.

In both of these examples the offenders were not local to our area. The collaborative work between us all, in conjunction with the WhatsApp group, have assisted in holding these people to account.

I have available a very useful guide to assist you when reporting to Police. If you would like this please reach out and I will come and visit.

- Constable Keven Greasley



## KEEN TO JOIN OUR WHATSAPP GROUP?

Scan the QR code to get in touch with us. Please note, to be eligible, you must be a full or associate member.

## NEW MEMBERS

WELCOME TO THE PUKEKOHE BUSINESS ASSOCIATION



### A1 HOMES SOUTH AUCKLAND

New builds, transportables & kitsets  
**5A Roulston Street, Pukekohe**  
a1homes.co.nz | 027 500 2615

### BUNNINGS TRADE

Building Materials  
**5 Crosbie Road, Pukekohe**  
trade.bunnings.co.nz | 09 956 5100

### OSSEWA HOUSE OF BILTONG, BOREWORS & BBQ PUKEKOHE

South African Food  
**13/16 Stadium Drive, Pukekohe**  
@OssewaHBB | 027 300 0921

### SUSPENSION TECH LTD

Automotive Suspension  
**2/3 Paerata Road, Pukekohe**  
stechnz.myshopify.co.nz | 09 273 1232

### ROTHBURY INSURANCE BROKERS

Insurance brokers  
**8 Massey Ave, Pukekohe**  
rothbury.co.nz | 09 237 0030

### EVEREST LEARNING

Early Childhood  
**24 King Street, Pukekohe**  
everest.org.nz | 021 279 4803



## KEEN TO JOIN?

Get in touch with our Membership Liason Logan at [logan@pukekohe.org.nz](mailto:logan@pukekohe.org.nz)



## BUSINESS FEATURE

# From 2IC to Business Owner - with Karan from Furniture Now

**Rising through the ranks to eventually owning the first franchisee-owned Furniture Now store, Karan recognised an opportunity to offer Pukekohe locals a personalised service.**

Karan began his journey in 2018 as a 2IC at Furniture Now Sylvia Park, and quickly progressed to store manager just two years later. Seeking a quieter lifestyle, he then moved to the Pukekohe branch, leaving behind the hustle and bustle of the city.

In September 2023, Jory Henley purchased the Furniture Now brand, along with the

remaining stock, and gave Karan the opportunity to own the Pukekohe branch. He negotiated to keep the Furniture Now brand alive, while incorporating the high quality Jory Henley product line, to save the legacy that the brand had created.

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**“Our roots in Pukekohe means we aren’t just another store.”**

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Today, Karan’s store is the only Furniture Now-branded store, now operating in conjunction

with Jory Henley, which now has 11 stores nationwide. “This decision has provided our clients with great variety, not only by sourcing stock from Furniture Now suppliers, but also through Jory Henley and the local connections we’ve made,” Karan explains.

He jokes about having so much variety that it’s tricky to fit it all in the store. “When we first moved to King Street after 7 years at Wrightson Way, we had to knock down several back walls to create enough space for our range. The small storefront is very deceiving,” he says with a smile.

“Trying to display 30 different types of dining chairs can make the showroom feel like a game of musical chairs!”

Competing with larger furniture stores has its challenges, but Karan emphasizes his points of difference—custom fabrics, competitive pricing, and even after-hours delivery using his own trailer. For Karan, preserving the Furniture Now brand in Pukekohe is all about offering locals a service they can truly trust.

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**“Success isn’t about selling a product; it’s about building trust and relationships with customers that last. Then success follows.”**

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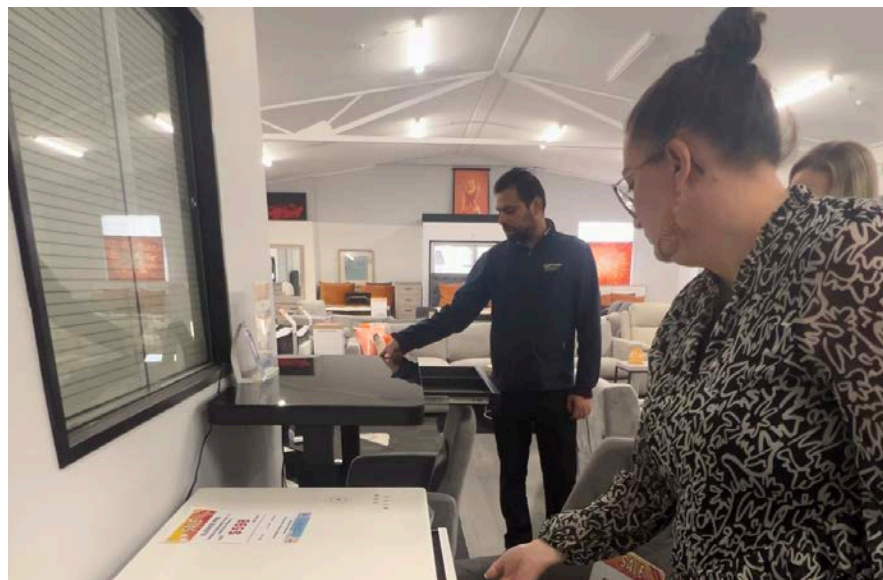
His goal was to strike the ideal balance between quality, style, and affordability. He focused on finding pieces that were modern, durable and fit for purpose—at prices that wouldn’t break the bank.

As the PBA office has undergone a recent transformation, we sought after quality office furniture. Karan to

the rescue! We checked out his selection of office chairs, desks, and table/chair sets. We found some fantastic pieces at great prices, and we are excited to show them off at our big office reveal in October!

Next time you need furniture, visit Furniture Now – Karan will take great care of you.

Plus, if you mention this article, you’ll receive a 10% discount!



## Interview with Karan Raheja

**Owner of Furniture Now**



### HOW LONG HAVE YOU BEEN OPERATING FURNITURE NOW?

I have been in the business since 2018, but I took over the Furniture Now franchise in September 2023.

### WHAT IS YOUR BEST SELLING PIECE OF FURNITURE?

The Hugo Modular Lounge and the Bailey Recliners.

### WHAT IS THE BEST PIECE OF ADVICE YOU’VE RECIEVED?

Always put the cusotmer first. Not necessarily just offering great products, but also understanding their needs. This creates an ecosystem of loyal customers that return time and time again.

### IF YOU COULD INSTANTLY LEARN ANY SKILL, WHAT WOULD IT BE?

Market trend forecasting for sure! Preferences and trends are always evolving, especially between the different age groups, so to stay on top would be a game changer.

**Furniture Now**

204–206 King Street,  
Pukekohe

@FurnitureNowNZ  
furniturenow.co.nz



## INSIGHTS FROM THE EXPERTS

# Business Insurance - A Timely

**We often think of insurance as a necessary evil—until the moment that “it won’t happen to me” finally occurs.**

I cannot express enough the importance of having sufficient insurance coverage in place for those unpleasant situations that inevitably arise.

With a notable increase in criminal activities such as ram raids, burglary, shoplifting, arson, and weather events like unprecedented rainfall, cyclones, and earth movement, claim numbers are at an all-time high, highlighting the urgent need for robust insurance coverage.

While these events are largely out

of our control, there are several proactive steps we can take to reduce risks and protect our businesses and livelihoods.

Recently, there has been a significant rise in communications around risk prevention strategies—such as installing fog cannons, placing bollards outside retail stores, utilising monitored smoke alarms, investing in cyber security, and conducting regular electrical inspections, to name a few.

While some of these risk prevention measures may reduce the size of losses or claims, there is no way to protect our assets against all possible events. That’s where comprehensive coverage and a thorough understanding of

what you have insured become of utmost importance.

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**Have you ever caught yourself thinking, “That won’t happen to me”?**

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Each business is unique and requires a tailored solution when it comes to the right coverage. However, I will touch on a few essential policy types that are commonly recommended across various sectors.

**Public Liability:** Public Liability offers protection for third-party property damage. For example, if you operate a retail business in



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collective



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09 929 8774  
25 Adams Dr, Pukekohe  
info@thestonecollective.co.nz

## Reminder To Check

a leased building, this coverage will protect you against accidental damage you may cause to the property owner's building.

**Material Damage:** Whether it's your building, stock, or plant (contents), a Material Damage policy protects your physical assets. This generally includes coverage for accidental loss and damage, fire, flood, burglary, and natural hazards.

**Business Interruption:** This cover is for the loss of insured profit and can include any increased cost of working in the event of a loss, as well as claims preparation. If a claim affects your ability to trade, this coverage is essential to guarantee your income based on your recent trading trends.

It's important to note that these

are not the only covers I would deem essential for a business, but they are among the most common ones recommended in the retail sector. Consideration should also be given to commercial vehicle insurance, statutory fines liability, employers' liability, cyber insurance, and professional risks insurance.

While cost is often a significant factor in the decision-making process when purchasing insurance, please don't underestimate the critical importance of having the right protection in place for your business. The right coverage can make the difference between recovery and ruin when the unexpected happens.

For more insights or advice, contact Jo Foster at MW Insurance.

09 237 0790

8B Roulston Street  
mwinsurance.co.nz

**MW** INSURANCE  
A personalised service

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# PUKEKOHE ON A PLATE

Showcasing our amazing local eateries  
through activations and promotions

1st - 30th September

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Follow us @pukekoheba to get amongst it!



ADRENALINE  
NEW ZEALAND

CLAIM YOUR  
BRAGGING RIGHTS!

GIVE IT A WHIRL

# Reformer Pilates at The Pilates Room



## We broke out the tights for a class of Reformer Pilates with Sarah from The Pilates Room.

Just a short walk from the PBA office was our our next “Give It A Whirl” – situated in the old sewing factory on Graham Street. But no, this wasn’t a sewing class! We were thrilled to be invited to a Reformer Pilates class led by Sarah Beston, the owner of The Pilates Room.

From the moment we stepped inside, Sarah made us feel at ease. The studio’s atmosphere was incredibly calming, with its beautiful wooden floors, striking black beams, and the soothing scent of a lemongrass diffuser filling the air – we were instantly in our zen!

Sarah began by familiarising us with the reformer machines, carefully guiding us on how to get on and off to prevent

strain or injury. Our first exercise involved a Pilates ball – a light, rubbery ball that we held between our knees while sliding on the reformer. This exercise focused on the mind-muscle connection as we gently lifted our hips to increase the difficulty.

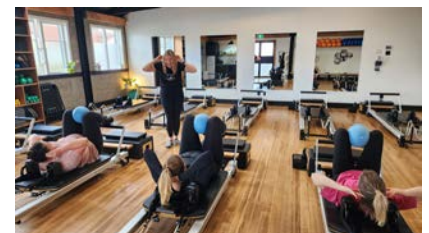
A quick adjustment of the springs led us to the next exercise: using straps. Sitting upright, we pulled the straps across our bodies, harnessing our body weight and the resistance of the springs. Finally, we placed the straps around our feet and, with legs in the air, engaged our hamstrings to pull against the resistance. That one had us sore the next day!

After class, we had a chance to chat with Sarah about her journey and the growth of her business. She shared how signing the lease just before Auckland’s 2022 lockdown didn’t hold her back. Starting with eight reformer machines, the studio now has ten, and classes are filling up fast. “We’re seeing waitlists for many of our classes, which is mind-

blowing!” she said.

Sarah’s passion for Pilates began 20 years ago and continues to flourish. “I love Reformer Pilates because it’s dynamic – it’s much more than just stretching,” she explained. She enjoys teaching people how to connect with their bodies and experience the benefits of Pilates. “We only have one body in this life, and we need to take care of it.”

Keen to give it a go? Visit their website to explore the many classes on offer. We can’t recommend it enough!



### The Pilates Room

4 Graham Street, Pukekohe  
0274 861 874  
[pilatesroom.co.nz](http://pilatesroom.co.nz)

Watch our video here



## SUBSIDY SPOTLIGHT

# Advertising Subsidy

Ensuring your business is visible to as many people as possible is now more crucial than ever.

Understanding these challenges, the Pukekohe Business Association is committed to supporting our full members by offering a subsidy designed to help them enhance their visibility through advertising.

This subsidy allows full members to access funds for advertising to reach a broader audience, without bearing the full financial burden.

Applying is easy – get in touch with **Logan at [logan@pukekohe.org.nz](mailto:logan@pukekohe.org.nz)** to learn more.

Ts & Cs apply.

### PRINTED MATERIALS



### GOOGLE ADS



### FACEBOOK ADS



### RADIO ADS



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✉ [jason.white@pukesprint.co.nz](mailto:jason.white@pukesprint.co.nz)

[tim@pukesprint.co.nz](mailto:tim@pukesprint.co.nz)

🖱 [pukekoheserviceprint.co.nz](http://pukekoheserviceprint.co.nz)

### Offset Printing

Corporate stationery, brochures & flyers, magazines & catalogues, label printing & stickers, point of sale material, tradeshow material, order books, invoice books & docket books, grower's labels.

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# Advertising



## SUBSIDY

Do you need assistance reaching your target market? We offer eligible members up to \$500 + GST to advertise your business through print, social media, radio and digital advertisements.

**Contact us to apply.**

Approval required.  
Terms and conditions apply.



## BUSINESS TIPS

# Using DiSC Profiling to Master Communication

**In a digital world where most of our communication takes place behind a screen, the importance of face-to-face conversation can easily be forgotten. As we all have different communication styles, understanding how to engage in a productive conversation can be incredibly valuable.**

That's where tests like DiSC can come in. The DiSC model divides personalities into four primary types: Drive (D), Influence (I), Support (S), and Clarity (C). Each type has unique communication preferences that, when understood, can significantly improve interactions between team members.

**Drive (D):** Individuals with a Drive style are direct, decisive, and focused on results. They appreciate clear, concise communication and are motivated by challenges and goals. In business settings, presenting information efficiently and focusing on outcomes can

enhance interactions with D-types.

**Influence (I):** Influencers are energetic, sociable, and driven by recognition. They thrive on collaboration and enthusiasm. To communicate effectively with I-types, engage in positive, interactive discussions and highlight how ideas can benefit the team.

**Support (S):** Those with a Support style value stability, support, and collaboration. They prefer a calm, thoughtful approach. When working with S-types, offer reassurance and a structured plan to build trust and comfort.

**Clarity (C):** Clarity individuals prioritize accuracy, detail, and organization. They respond best to data-driven, logical communication. Providing thorough information and clear explanations is key to effective interaction with C-types.

In the PBA office, Chenay, Shawna, and Logan identified with the Influence style—energetic and sociable. Brooke, however, aligns

more with the Clarity style, working steadily and systematically. We reckon each result was spot-on!

Following our assessments, we had a productive discussion on how to communicate more effectively with each other using insights from the DiSC framework.

We highly recommend taking the DiSC test and discussing the results with your team to better understand the different personality types. You may just learn something new about your team!

Scan Me



Take the free test with your team!  
Time required: Roughly 5 mins

Takes charge and gets things done. Makes decisions and focuses on results. Blunt, ambitious, and goal oriented.

DRIVE

Engages others and shares enthusiasm. Inspires and persuades others. Energetic, outgoing, and warm.

INFLUENCE

Works steadily and systematically. Focuses on order, accuracy and precision. Methodical, precise, and conscientious.

CLARITY

Is helpful and shows care for others. Looks for ways to assist and serve. Caring, kind, and humble.

SUPPORT



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