

Bay of Plenty engineering firm goes for growth

It is well-known that New Zealand exporters march to the beat of their own drum. Therefore the recent appointment of a general manager by Mount Maunganui-based Doherty Couplers and Attachments is real confirmation that its manufacturing and exporting businesses are continuing to invest in growth.

Tasked with achieving Doherty's growth, newly-appointed general manager, Bevan Zachan, expresses confidence in the business's capabilities and opportunities worldwide.

"Doherty is already recognised as a world-leading manufacturer of high quality earth moving attachments," says Zachan. "The potential to grow export markets via global expansion alongside the important domestic market is an extremely exciting prospect."

Innovation and continuous investment in research and development is an important part of the Doherty success story to date. Recognising the value of this capability, Zachan is already looking to expand the design team to ensure the business is able to maintain its position globally.

"We're extremely proud to be able to manufacture world-leading products from Mount Maunganui. We are highly focused on operator safety and because of this, our compact design combined with first-class safety features make our product the safest on the market today," says Zachan.

Likewise, the Bay of Plenty business community is proud to name Doherty as one

of its homegrown success stories. Having won BNZ Export Bay of Plenty awards including Emerging Business of the Year and Innovation in Export award, Doherty has already proven to be a successful business.

Established in 1996 by Jeremy and Paul Doherty, the business now has a wholly-owned subsidiary in Australia and sales teams working with distribution networks throughout New Zealand, Australia, the UK, Europe and the USA.

Experienced exporters know Australia to be the biggest opportunity and, by contrast, the biggest challenge for New Zealand businesses. Zachan believes "doing your homework" is the key to entering Australia, or any new market, as well as having a personal presence in order to build effective relationships within export markets.

"The Australian market is much larger than New Zealand. You don't need to take on the whole country at once," advises Zachan. "Concentrate on one state at a time and grow at a manageable pace."

Zachan has extensive experience working with family-owned businesses and corporate companies, having spent 14 years in the commercial banking sector. His role as an adviser for ANZ saw him help many



Zachan's looking forward to seeing Doherty achieve its next stage in growth

businesses grow and generate wealth for their shareholders.

An avid Chiefs supporter and keen runner, Zachan will be competing in the Auckland marathon this year and the 50th Anniversary Rotorua Marathon in 2014. His proven skills, competitive disposition and focus on goals certainly put him in good stead for operating in the tough global engineering and earthmoving industries.

"We have already earned our position as a world-class manufacturer. Now it's time to take Doherty to the next level through proactive growth strategies." ■

For more information contact Bevan Zachan on 021 993411 or email bevan@dohertydirect.net

New release

Ditch Witch has announced the release of the new RT30, a dedicated, ride-on trencher, being built to handle some of the toughest conditions a job site can offer.

Ditch Witch says the RT30 is an exceptionally robust trencher drive motor that utilises a larger shaft and bearings than those of smaller trenchers, ultimately resulting in less maintenance and greater productivity.

An advanced, maintenance-free pivot design is simplified and raised to keep the RT30 above dirt and debris and its 24.8hp (17.9kW) Kubota diesel engine provides plenty of power for trenching in a wide variety of ground conditions.

With this stout infrastructure — along with a compact footprint, tight turning radius, four-wheel drive, and industry-leading maneuverability — the RT30 is said to be ideal for installations on tight residential jobsites.

The company says the RT30 is excellent value, giving rental companies an opportunity to offer a product more powerful than a walk-behind and more affordable than standard-size ride-on trenchers.

Ditch Witch says the machine features a comfortable operator's station, easy-to-use trencher controls that require minimal training, and simple foot pedals that control forward and reverse. Work-wise, the RT30 can dig a trench up to eight inches (20cm) wide and 42 inches (107cm) deep. Its 42-inch boom provides a 36-inch (91cm)

cover depth, which satisfies most city codes and requirements. ■

For more information on the RT30 contact 0800 DWNZLTD or visit ditchwithnz.com

