

# B&M ELECTRICAL

## FOR EVERYTHING ELECTRICAL

30 years of dedicated service

A Manawatu Standard Advertising Feature

# B&M refocuses on core business

For a business to secure its future, it must adapt to changes in the market. In its 30 years, B&M Electrical has seen a number of significant changes, which have called for several refinements of focus.

The move to bigger, more accessible premises at 305 Rangitikei Street thus marks the opening of another chapter in the company's evolving story.

The slogan "For everything electrical" still stands. But the new building represents a move away from the retail sector and back to the core of the company's business - electrical contracting and electrical servicing.

"This move is [the culmination of] a growth phase," says general manager Bevan Rennie. "We outgrew the old premises. The retail market became overexposed, and our requirements changed."

Still strategically located next to the ring road, the new purpose-built, two-storey premises offer easy access for the specialist contracting and servicing teams that B&M Electrical has out in the field every day.

Electrical contracting - installing electrical wiring, electrical systems, appliances and equipment - has always been B&M Electrical's core business.

The day Baty and McLaughlin opened for business in 1979, they already had a contract up their sleeve. That was at the Milk Treatment Plant on Gillespie's Line.

"By maintaining good old values and service, we still have many of our original contracts," says company founder Graeme McLaughlin.



**At the helm:** The B&M Electrical management team, from left, Bevan Rennie, general manager; John Bragg, revenue and accounting manager, and Matt Procter, business development manager. Absent from the photo is operations manager Rod Greaves.

When Mr McLaughlin started the company, in premises on Ada Street in Palmerston North, he had a staff of four.

Thirty years and three shifts later, it still includes one member, office manager Sheryl Wealleans, who has been with the company almost as long as he has.

In this time, B&M Electrical has grown to become one of the largest electrical companies in the southern North Island,

and one of the biggest multi-tasked electrical companies in New Zealand. Meanwhile, its Spares and Repairs department has developed a complex network of agents and suppliers.

As a result of this growth, tradespeople from around the North Island, as well as fellow suppliers, often call on B&M Spare and Repairs when they themselves don't carry a part or have trouble finding one.

B&M Electrical has built a reputation



**Sparkling new:** The new B&M Electrical is highly visible on Rangitikei Street, and offers ease of access for service and delivery vehicles at the rear of the building.

as an experienced service agent and as a reliable source of spare parts for most major-brand appliances.

Electrical servicing and contracting are the way forward, say general manager Bevan Rennie, revenue manager John Bragg, and operations manager Rod Greaves. This team will

take over from Mr McLaughlin on April 1 next year.

"The appointment of a business development manager is part of our process of refocusing on core business - doing what we have always done, doing it well, and supplying support to clients and associates who work

alongside us," Mr Rennie says.

The support that B&M Electrical receives from the community is reciprocated through its sponsorship of the B&M Centre in the Arena Manawatu complex on Pascal Street, which provides a multi-discipline sports facility at reduced cost to its users.

"We're a local company. We've done well, and we wish to contribute something back to the community," Mr Rennie says.

"The B&M Centre is something that everyone, in all sorts of sporting codes, has available to them. And through our sponsorship, they can afford to use it."

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# B&M ELECTRICAL

## FOR EVERYTHING ELECTRICAL

# 30 years of dedicated service

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**Company loyalty:** It's one thing that B&M Electrical has never been short of, as these people have proved by working at B&M for 10 years or more. From left, at rear, Bevan Rennie, Dayle Robbie, Roger Simpson, Warren Wagener. From front, at front, Sheryl Wealleans, Chris Hackett, John Bragg, Dean Berendt and Dave Leese. Absent are Rod Greaves, Ross Jensen and Wayne Scandle.

## Team players



**Always on hand:** Known as Buck by all his mates at B&M Electrical, he came out of retirement to help the company to make its move to 305 Rangitikei Street. "We don't know where we would have been without him," business development manager Matt Procter says of the retired maintenance man/part-time handyman.

# Loyal staff join Ten Year Club



**Keeping up with technology:** Fully computerised systems are a far cry from the manual systems of past decades, but Sheryl Wealleans has seen them all during her 27 years with B&M Electrical.

When a business not only survives, but prospers, for more than 30 years, the achievement deserves to be commemorated.

Hence the celebrations at B&M Electrical, which opened its doors in 1979, and has never looked back.

But success in business does not come easily, and at B&M it has been due, in no small measure, to the loyalty and commitment of its staff.

Two staff members – Graeme McLaughlin and Sheryl Wealleans – have been with the company since day one, and have had their names inscribed on the far right of the roll of honour that hangs in the reception area of the company's new premises at 305 Rangitikei Street.

Together, they head B&M Electrical's Ten Year Club of employees who have been with the company for a decade or more – and who have seen many changes in that time.

For office manager Sheryl Wealleans, the biggest change came with the switch from a manual office system to

a fully integrated computerised system. It was a change that proved to be both challenging and fulfilling, she says.

But she adds that, during her time with the company, the greatest rewards have come from the friendships she has made among staff members.

"The Christmas parties for the children of staff members have always been special. There have been times when we've had lots of children among the staff. We've had Santa arrive for them at Ashhurst Domain and out at Himatangi.

"Then there have been the staff parties. [For a while], we went through a themed party phase. The 'shipwreck party' saw some really creative costumes. And at the 'vagabonds and gentry party', held at the Top Hat in Bunnythorpe, the costumes were amazing."

Wayne Scandle, another member of the Ten Year Club, finds that the mix of work and family life in Palmerston North suits him.

"I enjoy the challenging electrical

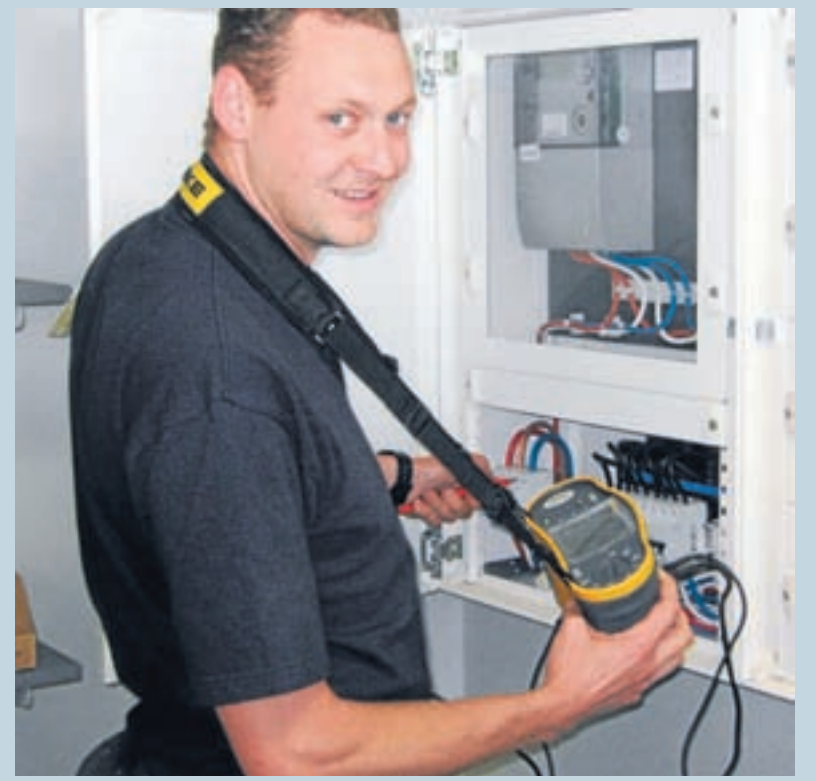
and service work, and find the staff very supportive.

"Palmerston North is a great place to raise a family, and it provides me with many challenging and rewarding interests. These work hand in hand with my role at B&M."

Also on the honours board are management team members Bevan Rennie, 23 years; John Bragg, 22 years, and Rod Greaves, who has worked his way up from an apprenticeship to the key role of operations manager.

Others on the board, with 20 years plus, are Keith Morris and Chris Hackett. Ross Jensen, Roger Simpson and Rod Greaves all fall into the 15-year category, while David Leese, Wayne Scandle, Warren Wagener, Dean Berendt, Jeremy Cocks and Dayle Robbie all have 10 years' service to their credit.

That a number of these people started as apprentices with the company, have done their time and remained with the company is further testimony to B&M's excellence as an employer.



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# Company all set for expansion

During the past three decades, many of the construction projects in Manawatu have involved B&M Electrical in one way or another.

As an electrical supplier, the company is able to provide and service many major brands of equipment; and as an electrical contractor, it is able to install this equipment in industrial, commercial and domestic premises.

But that is not all. B&M Electrical also ensures the equipment it installs is properly maintained, and that its managers and technicians are fully conversant with developments in the fields of technology and compliance.

It is for this reason that many of the major manufacturers based in Manawatu have contracted their work to B&M Electrical, says company founder Graeme McLaughlin.

He adds that the demand for B&M's services is expected to increase in the future, and that a business development manager has been appointed to enable the company to take full advantage of its prominence in the electrical industry.

The appointee to this key position is Matt Procter, who has a strong background in sales.

Mr Procter first came to the attention of the B&M management team after he started Warmup Manawatu, a specialist heating and waterproofing business that offered a superior product range with strong warranties. "We provided

clients with shower trays, under-tile heating, and wet-area waterproofing," he says.

Later, Warmup Manawatu extended its field of expertise to external decks, which proved extremely popular.

Mr Procter still manages this business, with well-trained and qualified installers now completing the installation work to meet his very high standards and expectations.

The overall performance of Warmup impressed B&M Electrical, which was a client at the time. And after a while, B&M realised that Mr Procter was the ideal person to take charge of its expansion programme.

Today, B&M Electrical's vehicles are seen all over the region, as far afield as Marton and Eketahuna.

The tasks its technicians undertake are just as varied, and include domestic wiring, data cabling, and work on intricate monitoring systems.

Other day-to-day work includes ensuring that power is always available for critical industries, and that the power supply is constant for sensitive medical equipment.

B&M Electrical's reputation for service and expertise has established it as one of the primary electrical companies in the central North Island.

And with new blood in its management team, it can look forward to reaching even greater heights in the future.



Leading: General manager Bevan Rennie and business development manager Matt Procter are at the fore of the revamped B&M Electrical.



Keeping the wheels turning: Operations manager Rod Greaves, who ensures all contracts, big and small, are completed on time.



Showroom: B&M Electrical stocks, or can source, an extensive range of spare parts for appliances and many hard-to-find lightbulbs.

## Fixing faulty appliances is B&M's forte

Whatever the brand of the appliance you buy, some part of it will have to be repaired or replaced at some stage.

The part might be something as simple as the element of a stove or the bulb of a refrigerator. It could be the control board or motor of a washing machine, or the cable, switch and socket of a light.

In any eventuality, B&M Electrical has a division that can rise to the occasion - B&M Spares and Repairs.

On the repair side, the department does a lot of work with vacuum cleaners - the most used and abused domestic appliance, along with microwaves.

Where spares are concerned, stove elements are toward the top of the list of items that have to be replaced. And

doing that is not always as simple as it might seem. That's because the make and model most often quoted as being at fault is the "white one".

In an attempt to resolve this problem, B&M Electrical has a display board showing all the popular makes and models.

If the customer doesn't recognise their range from that, they just have to go back home and make a note of the particulars of their machine.

Although B&M Electrical carries most of the popular elements and commonly replaced spare parts, it can't carry everything for every brand. But this isn't a problem. With its comprehensive contact and referral list it can generally source the required part quickly.

Among the items that can, at times, be difficult to replace are light bulbs. Of course, the common, and often less common, styles are available through a number of local suppliers.

But if you have specialist light bulbs, you may have to turn to B&M Electrical, which has built a reputation for carrying, or finding, these for clients.

Thanks to advances in technology, many of today's appliances and electronics equipment are capable of self-diagnosis. But even the best of them still need servicing from time to time, which is why B&M Electrical ensures its service technicians receive training that enables them to stay up to date with the latest developments.

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