

Nalco National Aluminium Ltd are Focusing on Success

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AUCKLAND, NEW ZEALAND, October 16, 2013 /EINPresswire.com/ -- NALCO, National Aluminium Ltd, based at Highbrook, Auckland is an award winning company and a leading supplier of aluminium extrusion and rolled product, They specialise in design and manufacture and distribute to both local and international markets. Recently they spoke to New Zealand Manufacturer about business and the future.

How is business?

Business is going well, however the economic conditions have been challenging for ourselves and our customers. To succeed in a tough marketplace we have focussed on doing what we do best, which is supplying the highest quality products and services we can offer. The result of this is we have taken positive steps, with the opening of new branches, and diversifying our product and service offer.

What are the growth areas for your company?

Due to the demand for new housing in Auckland and in Christchurch Nulook and Bradnam's are experiencing large amounts of growth as customers demand the best for their new homes. Our NALCO Industrial business is also experiencing growth from the areas of NALCO's added value, such as die design, extrusion, and our dual CNC router offer.

Do you export?

Yes we export to both Australia and the Pacific Islands. We have a long successful history of supply into these markets.

Are there new products being considered by your company?

New products and services are continually developed and tested at NALCO for both Industrial, Nulook and Bradnam's, this to help meet customer demands and needs.

Biggest challenges?

One of our largest challenges has been preparing NALCO to take advantage of the expected building activity from Auckland and Christchurch, to anticipate what will be needed, and to meet the expectations of our customers.

How do you see the current business climate in NZ?

The current business climate is challenging at the moment but we see plenty of opportunities going forward, due to the Christchurch rebuild, Auckland and other projects we are working on.

Where does demand for your products come from?

NALCO focusses on both Industrial markets, and Windows and Doors (residential and commercial), so demand comes from all over New Zealand, such as: residential housing, commercial buildings, marine, transport, general engineering, electrical applications, structural uses, architectural, this is to name a few. It is amazing how aluminium is incorporated into a large majority of everyday products.

Do you contract manufacture?

At NALCO Industrial we specialise as a contract manufacturer of Aluminium products. The products we manufacture for customers are aluminium extrusions and we offer light fabrication, surface finishing, CNC router cutting, plate cutting and rod cutting for companies throughout New Zealand and Overseas.

Does your company spend much on R @ D?

To remain at the forefront of the industry, NALCO places a large focus on in house R&D for NALCO Industrial, Nulook and Bradnam's. Our focus on R&D and using the latest systems for it helps to mean NALCO can react to customer demand quickly, and develop new products with a short turnaround.

Is it hard to get the right staff?

At NALCO we believe our employees are what gives us the competitive edge over our competitors, and enables us to please and retain our customers. This means that when we take on new staff a large focus is placed on making sure they are the right staff for NALCO. This means our employment process is comprehensive, and involves multiple steps to secure the right staff. The impact of this is it can be a hard and timely process finding the right staff, but we believe finding the right staff is worth the wait.

Company Mission Statement is...?

Creating a better world for our Customers.

About

NALCO has branches in Auckland, Hamilton and Christchurch supplying one of the widest ranges of sheet, plate, treadplate, coil, and extruded aluminium profiles in New Zealand. They also offer custom extrusion design and mill runs, with a range of finishes available and is a leading supplier to the building industry, owning five Bradnam's branches and supplying to over 40 Nulook Licensees.

Nulook: In both the residential & commercial markets Nulook enjoys the reputation of being a market leader in aluminium joinery, trusted by Builders, Architects and Homeowners for the past 50 years. Nulook is the country's leading brand of aluminium joinery, with a commitment to

outstanding quality, service & advice. Nulook is a licensed brand of NALCO.

Bradnam's: Wholly owned by NALCO, Bradnam's was established in 2002 to deliver quality residential joinery specifically to the group housing segments and commercial. Bradnam's has built a successful track record supplying leading national and regional building companies and export markets with single and double glazed joinery. Bradnam's takes great pride in the service and quality provided to customers. Because our Bradnam's business units are company owned and strategically placed, we can guarantee national supply to an agreed standard. Our Bradnam's branches operate from Auckland (2), Christchurch, Rotorua, and Wellington.

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