

PRO-FLOORS MARKS ITS SECOND DECADE OF SUCCESS

Pro-Floors rung in 20 years of successful business on the 4th of July this year. For director Wayne Valder, it has been 20 years of grass roots and sticking to the knitting.

Back in 1997 Wayne had been steadily swinging a hammer for 16 years, subcontracting to market leaders G J Gardner Homes and Golden Holmes, when they approached him with the idea of extending his work onsite to the rib raft concrete floors.

Hence the creation of the Pro-Floors brand. A builder with a belt became a sub-traded contractor with a 10 tonne digger, an Isuzu four wheeler, a Mitsubishi six wheeler and five full time staff.

The Auckland construction industry was in a boom and Pro-Floors soon branched into excavation.

With rapid growth in the new sector, commercial excavation became Wayne's main focus and in 2000 he bought his brother, Grant Valder, in to manage and eventually the sale (in 2007) of the concreting side of business.

Today Grant operates Pro-Floors Concrete Ltd in a yard right around the corner, specialising in foundations, floor slabs, readymix and paving products.

Despite keeping the Pro-Floors name, the company specialises in commercial earthworks.

The scope and versatility has developed into hotmixng, drainage, concreting and kerbing over the 20 years.

The fleet has also grown and is currently running at 17 Mitsubishis, 18 excavators, four bobcats, a hotmix machine, six rollers, two graders, two crusher units, two loaders and 26 Hilux utes.

The gear is all taken care of by their own full-time inhouse mechanics and workshop. Along with the rest, the payroll has grown 10 times over since 1997 and currently sits at 54 employees.

Pro-Floors 20th birthday was marked by the opening of Wayne's newest venture, a Cleanfill tip located at Brookby Road.

"The tip gives us a significant difference in the civil industry. We are able to dispose of offsite spoil in our own tip site, which reflects directly in the competitive costs we offer and are able to pass onto the client in cartage and tipping," Wayne says.

Pro-Floors prides itself on the client base it has acquired in its 20 years of trading.

"Our visual existence on the roads, continual growth in the market sector and making sure there's work out there for the 50 staff with families at home to feed – that's all down to having happy clients and therefore ongoing work as a result," Wayne comments.

Over the past 12 years Pro-Floors has excavated and carted over one million cubic metres of material for one eminent customer involved in the construction of nine out of the 11 Ryman Healthcare Villages in the Auckland region.

Ryman Healthcare are New Zealand's leading retirement village and resthome operator and it is a both a privilege and pleasure to be working for the best. Reputation is everything and Pro-Floors continues to operate on the saying "you are only as good as your last job".

Wayne believes a lot of Pro-Floors strength stems from the core of a great team, experienced frontline staff and running a tight ship.

"Without the employees the work doesn't happen - they are what structures a company and keeps the gear running." The evidence of a close-knit style of business is apparent with the handful of staff who have been a part of the "family" since the beginning or close to.

"It's awesome to see what skill, expertise and personality the 20 years has acquired for the company staff wise. It's fantastic to have the few boys here who have written this story with us, seen what it took and where we've come from."

At Wayne's side are operations manager Bruce Te Kanawa, leading the company's

production from the front, and general manager Alana Auvaa handling the financial and strategic part of business.

It simply can't be all work and no play though and Wayne's passion has been the sport of Offshore Powerboat racing since a young age.

With several NZ titles, the Australian #1 tile, a 2nd in Qatar (UAE), and currently in the 2nd year of competing for the US1

championship – it is evident that Wayne's ambitious streak extends to his hobbies. His goal: to win the US1 championship 2018.

Pro-Floors will spend their 20th year in operation maintaining the market position they have strived to achieve. Continuing work with Auckland and New Zealand's best commercial construction companies and streamlining the newest venture, Brookby Road Cleanfill Tip.





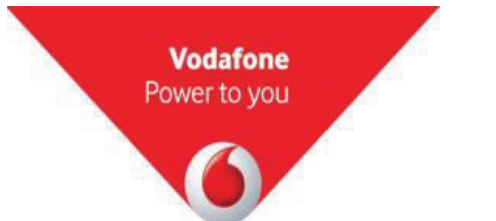
Proud suppliers to Pro-Floors Ltd

Lyle Irwin, Partner
Working with the ProFloors
group of companies
P +64 9 414 6262
E lyle.irwin@rsmprince.co.nz





Hodgson Planning Consultants
Vance Hodgson
09 235 3252



Contact Amandeep Singh
0800 4 DIGITAL



Respect, Integrity, Commitment,
Flexibility, Innovation
Call Bette Chang 09 299 1628



Proud to be working with Pro-Floors Ltd
Drug & Alcohol Risk Assessment Agency
Contact Nicky 022 184 5852



22Aerovista Place, Wiri, Auckland | PO Box 400 Drury, Auckland 2247
www.transvisual.co.nz | www.transvisualgraphics.co.nz