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Accurate

a trusted partner to industry

COMPANY PROFILE INTRODUCTION

Accurate Instruments has been supplying the surveying, infrastructure, inspection and technical safety markets for 25 years. Accurate offers some of the world's best, professional trade instrumentation and equipment available, with servicing backup and support which is second-to-none in New Zealand.

100% KIWI OWNED & OPERATED SINCE 1994

4 Introduction

Accurate offers some of the world's best, professional equipment available. With showrooms, training facilities and full service and calibration centres in Auckland and Christchurch.

6 Our Company

Accurate is a 100% New Zealand owned company and is the Master Distributor in New Zealand for a number of International Instrument manufacturers.

8 History Timeline

Accurate have been involved in the surveying, construction and safety industries since the late 1970's and has continued to move forward to become a recognised leader in the industry.

10 Our Responsibilities

Accurate promotes Ethical Industry Responsibility across all areas of business. Our conduct is guided by what we know to be 'the right way to act' and 'the right thing to do'.

12 People and Team Structure

Accurate is about its people. With a broad diversity of age, culture, educational and professional backgrounds, we are all bound by a shared passion for what we do and a drive to make a significant impact within our Industry.

18 Trusted Brands

We are New Zealand's approved suppliers for some of the world's most trusted professional equipment.

20 Servicing & Calibration

Accurate is proud to be one of the largest servicing facilities in New Zealand offering QA, calibration and servicing of levelling, technical safety, inspection and surveying equipment.

22 Industry Training

Accurate Training, Education and Development offers a wide range of training options, starting from basic product knowledge, right through to extensive theory and practical training.

26 Partnerships & Sponsorships

We are very proud to support Emirates Team New Zealand and Shane Van Gisbergen at Red Bull Holden Racing.





Accurate Instruments has been supplying the surveying, infrastructure, inspection and technical safety markets since 1994.

A photograph of a modern building facade. The building features a grid of vertical slats in a light brown or tan color. The word 'Accurate' is mounted on the facade in a large, blue, 3D-style font with white outlines. The building has large glass windows and a clean, industrial aesthetic. The sky is a clear, deep blue.

Accurate



Introduction

Accurate offers some of the world's best renown, professional equipment available, yet the pricing is often highly competitive. Many of the levelling, measuring, technical safety and inspection products required for use in today's industry are highly technical.

Finding knowledgeable people to answer the questions, advise models applicable and suggest best practice operation is near impossible.

Yet our industry experienced sales and advisory team provide you, the tradesperson, operator, consultant or consumer, with the correct instrument, product information and support to meet your demands.

We have two showroom branches with full service and calibration facilities, in Auckland and Christchurch, where many of our products can be viewed and purchased.

We have New Zealand and the South Pacific covered. With showrooms, training facilities and full service and calibration centres in Auckland and Christchurch. Both showrooms have many of our products on display for demonstration and purchase. Products are also available online with shipping throughout the Pacific.





A proud kiwi company

**Accurate Instruments (NZ) Ltd is a wholly
100% New Zealand owned company.**



The Master Distributor in New Zealand for a number of International Instrument manufacturers, we pride ourselves on our professionalism, building and maintaining relationships, specialist advice and service, quality of product, and of course our people. It is just as important to us to maintain great relationships with our suppliers as well as our clientele, and we pride ourselves on these successful networks.

Service Centres

Calibration, testing and support

Our Service Technicians provide the backup and support of our products, with calibration, certification and repairs of our equipment when required. We have the computer software programmes, specialised tooling, vibration / shock analysis, digital calibration machines, collimator jigs and baselines that allow us to test, calibrate instruments, all within an acceptable industry time period.

Many of Accurate's Service Engineers are trained internationally at our manufacturers facilities. They have the most current updates on all products, which include both hardware and firmware upgrades, modifications or factory changes.



1970s

Company founder Philip Stickland, undertakes technician apprenticeship with Fletcher Health & Science.

1981

Philip becomes the National Service Manager for Sokkia, undertaking period terms in both New Zealand and Australia.

1983

Nick Farmer factory trained by MSA-The Safety Company, on personal gas detection.

1994

Accurate Instruments (NZ) Ltd is established in August by Philip Stickland, operating from St Heliers, Auckland.



1980s

Rob Hughes, current CEO begins in the field of Land Surveying in Australia, before moving into sales for Sokkia in both Australia and the United Kingdom.

1999

Accurate moves to new premises in Harris Road, Mt Wellington incorporating a service facility.

History Timeline

Accurate have been involved in the surveying, construction and safety industries since the late 1970's. The company was formed in 1994 and has become an industry leader in selling, servicing, training and hiring instrumentation nationwide. Due to an ethical approach with our clientele and suppliers, branding, frequent direct marketing, strategic planning, hand picked staff, and good old fashioned hard work, Accurate has continued to move forward to become a recognised leader in the industry.

2001

Accurate begins its long term relationship with Emirates Team NZ in preparation for the 2000 America's Cup campaign in Auckland.



2009

Accurate opens its first South Island branch in Hayton Road, Wigram, Christchurch.



2014

Accurate's Industry Training department is established to meet the shortage of industry knowledge in key technology sectors, partnering with CPIT.

2017

A state of the art new showroom, service centre and industry training facility is opened in Wigram, Christchurch.



2003

New showroom, service centre opened in Marua Road, Mt Wellington, Auckland.



2013

Accurate technical safety division established after the acquisition of HSE.

2015

A diamond partnership is established with Survey+Spatial (formally NZIS).

2018

Accurate achieves ISO 9001 accreditation



Ethical Responsibility

It is important to us that our clients and suppliers understand that we are straight shooters and we treat each situation with a professional ethical approach.

Accurate Instruments strives to promote Ethical Industry Responsibility in all areas of business; client and supplier relationships, industry training and education, onsite practice, supply and service, industry associates, and internal treatment of our own team members and colleagues.

Accurate Instruments support managers and specialists hold multi-level industry recognised qualifications in:

- Utility Location: Electromagnetics and Ground Penetrating Radar
- Concrete/Wood Analysis, Avionics, Ultrasonics, Surveying, Engineering, Gas Inspection, Thermography
- Confined Space Entry and Height Safety
- Material Analysis and various PPE safety practices
- Featuring Degrees in: BAppMgt, BBM, BEng, BEngE, BGeo, CMILT, CSurv, DipBus

ISO 9001 Certified

Accurate has been assessed and ISO9001 certified under the requirements for technology solutions and support through sales, service (test, repair, calibration and certification), hire, training and education.



Health and Safety Compliance

One of Accurate's key goals is to provide a safe workplace and return its employees home each day - safely. We actively promote and practice safety within our business by recognising, minimising and mitigating our risks, administering PPE and ensuring compliance with our company responsibility under the Health and Safety at Work Act 2015.

“

We believe, like many philosophers, that there is a professional ‘Science of Conduct’ in business. Our conduct is generally guided by what we know to be ‘the right way to act’ and ‘the right thing to do’.

”

Environmental Sustainability



REDUCE



RECYCLE



EDUCATE

Sustainability is about meeting the needs of today, without adversely impacting on the needs of tomorrow.

Our objective to tie sustainability in with what we generally consider to be ‘sound’ business practices, such as increased efficiency, minimising waste and maximising resources.

Accurate is moving towards adopting and embracing Environmentally Sustainable practices where it can, across many of its operations. We undertake to educate our employees, suppliers and executives on our Environmental Sustainability vision.



L-R: Mark Gemmell, Rob Hughes,
Nick Farmer and Philip Stickland

Our People

With a broad diversity of age, culture, educational and professional backgrounds, we are all bound by a shared passion for what we do and a drive to make a significant impact within our Industry.

But most importantly, Accurate is about its people.

100% NZ owned, the BOD provide governance and direct strategy to the company. Operationally from the senior leadership team and management to the specialised service engineers and sales team, we hone, train, and harness the skills throughout our team, making way for the next generation of skilled sales, technical, industry trainers, thinkers and problem solvers.

Our staff care for their customers, the products and markets they serve.

SENIOR MANAGEMENT TEAM

PHILIP STICKLAND

FOUNDER

Philip has been involved in Industry since his apprenticeship with Fletcher Heath & Science in 1976. After spending some time in the UK servicing theodolites, Phil moved to Australia as the Service Manager for Sokkia. Thirteen years later (1994), he returned to New Zealand and founded Accurate Instruments.

ROB HUGHES

CEO

Joining the company not long after it's inception, Rob brings a history of operating in the land surveying profession and 25+ years in the supply and support of survey, construction, and contracting instrumentation. Today Rob leads the Accurate team with experience, strategic direction, systems and operations.

MARK GEMMELL

MARKETING MANAGER

Mark is a second generation survey sales and marketing authority, approaching 20 years of direct involvement in the NZ market, focusing on levelling and inspection equipment. Today Mark steers the marketing operations and resources for Accurate, keeping the company relevant in the marketplace.

NICK FARMER

SALES MANAGER

A powerhouse of technical safety knowledge, especially in the operations of portable and fixed gas detection, Nick also contains extensive business operations understanding of the oil and gas, water and utilities markets in Australasia. Nick is the driving force behind the modern thinking Accurate sales team.

OUR VISION

To be a highly valued industry resource by the customers we serve, the communities and industries in which we operate, our loyal and committed colleagues and of course, our shareholders. We are a Legacy enterprise, not just a brand. Our ethos is to aid our industries as best we can.



Jackie Henare

TED Training, Education & Development

The training, education and development area of Accurate has been a rewarding and challenging undertaking for myself. Speaking to customers, staff and trainers on a daily basis provides me with a thorough understanding of what the industry needs today. Accurate is now filling in these gaps and providing excellent training to not only our customers but our staff as well.



Carla Farmer

Customer Service & Sales

The Auckland showroom counter is the hub of the business. A busy place with a good vibe, I happily share this space in the company with two colleagues. Together we meet the demands of sales, customer service, advisory and hire. Our regulars often come in with an instrument, engage in a story and leave with not only their equipment, but also a laugh and a smile.



Robert Wood

National Business Manager

I enjoy being part of the Accurate Instrument story due to an embedded family style culture within the organisation, which shows up when dealing with internal staff and customers, and in my opinion, this is why the company is still around after 25 years of service in New Zealand.





Dmitri Ogleznev

Specialist Laser Service Technician

Every day of my ten plus years with Accurate has been anything but boring. A challenging, exciting, yet rewarding job on the cutting edge of construction and survey industries gives me a perfect opportunity to learn something new every day. At the same time, it lets me implement and utilise my vast experience as an electronics engineer and my background helps me be a respected member of the hard-working international team.

Ashyana Farook

Warehouse Inwards Goods & Dispatch

The movement and volume of shipments arriving each day always keeps me on my toes and busy. Our computer logging, receipt and tracking systems really do help the efficiency in our logistics warehouse, and being an ISO company we take that extra care of all customer goods to ensure they are looked after while in our care. The friendly banter, jovial nature and diversity of the staff and management at Accurate often brings a smile to my face on a busy day!



Richard Opie

Area Sales Manager

As an area sales manager, it's important to be assured there's a solid company backing you. At Accurate, we pride ourselves on supplying the right product, but also superior backup and service, meaning I can approach a customer with the utmost confidence.



Our Team Structure

The infrastructure, surveying and technical safety markets in New Zealand are diverse yet specialised. Our highly knowledgeable team spread across various sectors of the company are well versed in meeting your sales, servicing, training and logistical requirements.



SALES & ADVISORY

Starting as a sales orientated company 25 years ago, this is still a major key aspect of Accurate. Significant market and industry knowledge, engagement, advisory partnering and integration with some of New Zealand's key industry bodies, backed by two modern showrooms, we carry a wide and a diverse range of products readily available for supply.



SERVICE, CALIBRATION & CERTIFICATION

Accurate offer some of the largest technical service centres in NZ and the South Pacific for the servicing, calibration, testing and upkeep of technical surveying and safety equipment. With two locations, our ISO9001 controlled centres are a constant in the business for supporting the markets and industries we serve, with the latest technology and worldwide trained knowledge.



TRAINING, EDUCATION & DEVELOPMENT

Our growth sector. With more compliance required today and the void between user knowledge, safe practice and industry standards, Accurate have been proactive in the creation, development and delivery of course content to provide best practice and knowledge transfer to markets we serve, increasing understanding and performance. We are proud to partner with ITO's and tertiary institutes such as ARA and WSP Opus.



LOGISTICS & WAREHOUSING

With products sourced internationally, meeting the demands of supply in New Zealand, has always been at the foremost of our strategy. Our three company facilities house and manage the workflow of stock shipments, customer serviced equipment, parts, accessories and packaging. The dedicated team work tirelessly with our manufacturers, suppliers and freight agents to uphold a high level of performance enabling other services in the business chain to operate seamlessly.



ADMINISTRATION & ACCOUNTS

Often the forgotten heroes in an organisation! Our accounts payable, receivable and administration staff pull all the elements of sales, training, service and logistics together to ensure our markets, customers and suppliers are always in order and receive the correct information and data to enable efficient operation in their businesses.

World's Trusted Brands

We are New Zealand's approved suppliers for some of the world's most trusted professional equipment.

We back this with knowledgeable factory trained staff to correctly advise on the best suited equipment to meet your application, modes of operation, best practice, all the while backing you up where available with service, support and rental.



Spectra Precision is the laser levelling and construction & civil surveying arm of Trimble Navigation. With a long history tracking back to the introduction of the first automatic laser level in the 1950's, Spectra's levelling equipment is an automatic choice for construction, drainage, civil and interior fitout markets.

Honeywell

Honeywell Industrial Safety offer personal protection and technical safety equipment with key established brands Howard Leight for hearing protection, Sperian for safety eyewear, Miller for height safety and North for respiration.

3M

A long established and respected company operating in the safety markets of NZ, 3M is extensively known for its PPE range of Peltor hearing protectors and respiratory products.



Celebrating its 50th anniversary in 2019, Pulsar Instruments is based in the sound level development hub that is Scarborough, England. Partnering with Cirrus Research, Pulsar's range of products include professional integrated sound level metres, personal dosimeters and noise warning signs.

The MSA logo is displayed in a bold, white, sans-serif font against a dark grey background.

MSA Safety is the global leader in the development, manufacture and supply of safety products that protect people and facility infrastructures. MSA's core products include gas detection instruments, flame detection systems, self-contained breathing apparatus and industrial head protection products.

The Radiodetection logo features the word "RADIODETECTION" in a bold, white, sans-serif font, followed by a small icon of a stylized antenna or probe.

Founded in 1970 in Bristol, United Kingdom, Radiodetection has gone on to be one of the global leaders in the Utility locating and cable avoidance sector. Their wide range of products include the industry standard Cat & Genny cable avoidance locator.

The PLS logo consists of a stylized white icon of a laser level or plumb line above the letters "PLS" in a bold, white, sans-serif font.

The company that developed and produced the first compact plumb, level and square laser level - the PLS 5, back in the early 1990's. Setting the standard in the industry for performance, quality, accuracy and repair-ability, PLS have been sold and supported in New Zealand for 25 years.

The IDS logo features the letters "IDS" in a bold, white, sans-serif font, with a horizontal line underneath the letters.

Based in Italy, IDS Geo Radar is a world leading provider of high-tech solutions, ground penetrating radar, concrete and structural scanning and locating equipment in engineering and civil market sectors.

The Trotec logo includes a white square icon with a stylized 'T' shape inside, followed by the word "TROTEC" in a bold, white, sans-serif font.

From small beginnings in the late 1980's to a powerhouse today in Western Europe, Trotec offers diverse solutions in climate and measurement condition monitoring. Accurate are proud to represent Trotec in New Zealand for the past 14 years.

The IKAR logo is displayed in a bold, white, sans-serif font against a dark blue background.

Founded in 1978 in Germany, IKAR GmbH has a long and successful tradition in the innovation, development and production of personal fall protection systems. Products include confined space entry tripod's, recovery winches and blocks, fall arresters, harnesses and davit arms.



Servicing & Calibration

New Zealander's want their equipment supported, backed up, serviceable and repairable. These are key core values that shape the company.

Accurate is proud to be one of the largest servicing facilities in New Zealand offering QA, calibration and servicing of levelling, technical safety, inspection and surveying equipment.



NATIONAL SERVICE CENTRES

We operate two calibration service centres in New Zealand, one in Mt Wellington, Auckland, the other in Wigram, Christchurch. With more than a dozen dedicated and specialised technicians currently employed, many are factory trained, both within New Zealand and internationally and hold significant industry recognised accreditation.

WHAT DO WE SERVICE?

A list too long to include here, our service capability is extensive. Key products for service, repair and calibration include:

- Laser and automatic dumpy levels
- Portable and Fixed gas detectors
- Pipe inspection cameras
- Cable locators and GPR
- Moisture metres
- Height safety & Confined space entry tripods, winches and blocks.

PRE-TESTING & CALIBRATION

Many of the equipment Accurate supplies in New Zealand requires pre-testing as well as ongoing calibration maintenance. Calibration is often overlooked by both importing and distribution companies as well as the customer. To aid in meeting industry compliance, improving performance, accuracy and efficiency, calibration is THE most critical element for equipment in our service centres.

ISO9001 QUALITY CONTROL

Our Service and Calibration centres set high standards for the production of their work. They are governed by ISO9001 business practices and audited annually to ensure that the best processes, systems and operations are in place to ensure Accurate set the standard in the industry.





As of 2019, Accurate have trained nearly 1000 course attendees, many from some of New Zealand's largest and most well established civil, engineering and construction companies.

Training, Education and Development



As Industry leaders our goal is to provide training and education programmes across a wide variety of fields. We endeavour not only to supply our clients with first class service, products and after-sales care but we also strive to provide a high level of industry training and knowledge needed to ensure exemplary practice on site.

Through our education and training centres along with our academic partnerships with Ara Institute of Canterbury, IPI (Infraspection Institute Thermography Certification) and NZIS (New Zealand Institute of Surveyors) we aim to promote compliance of industry practice, which refers to the ability to work unsupervised, demonstrating knowledge and skills that reflect the productivity, uniformity, finish quality, interpretation of results, and material economies currently accepted within the industry.

Accurate Instruments training courses are made up of shared global industry information, sourced from industry practitioners, specialists, instrument manufacturers, and recognised training establishments. This wealth of information has been gathered and compiled by our own company specialists and composed for delivery at NZ Industry level.

Our ultimate goal is to assist in raising the standards of onsite practice all over New Zealand through education, specialised training, service, support and quality instrumentation.

Accurate Instruments Training and Education offers a wide range of training options, starting from basic product knowledge, right through to extensive theory and practical training.



Industry Training Courses

Accurate offers a wide range of training options starting from basic product knowledge, right through to extensive theory and practical training.

Our training caters to a wide variety of industry sectors. The content we provide is recognised and relevant. We regularly update all our content and keep our trainer's knowledge up-to-date. The courses all focus strongly on Health & Safety procedures and guidelines, so you are working confidently and safely. We make every effort to assist you with any of your applications and answer any questions you have.

Our Industry trainers are based nationwide and training is available anywhere in New Zealand or we can utilise our training centres in either Auckland or Christchurch.

STANDARD COURSES > NOT LIMITED TO

- **Cable Location**
- **Gas Detection**
- **Ground Penetrating Radar GPR**
- **Moisture Inspection**
- **Infrared Thermography**

We can customise our courses to suit with combination courses also available.

INDUSTRY STAGE 1	INDUSTRY STAGE 2	INDUSTRY STAGE 3
Product Training Demonstrate and detail key functions of the instrument.	Theoretical Training In addition to product training, we include theory on the founding sciences and methodologies that relate to the instrument's main application.	Theory and Practical Training This comprehensive module contains a combination of product and theory training but also incorporates practical training for on-site procedures.

TRAINING PARTNERS



Ara Institute of Canterbury is a vibrant, progressive, government-funded tertiary institute providing world-class, tertiary-level education throughout the Canterbury and Waitaki region. Ara was created in 2016 when education providers CPIT and Aoraki Polytechnic merged, bringing together two well-established organisations and over 200 years of collective experience and success.




Providing a comprehensive range of predictive maintenance training courses. From professional Thermographers to in-house Maintenance Engineers, from Pest Inspectors to Building Inspectors, our thermal imaging courses are designed to provide you with the skills you need to perform your surveys with confidence.



Survey and Spatial New Zealand is a membership organisation promoting and supporting all aspects of the surveying and spatial profession. NZIS advocates best practice for health and safety and is committed to ensuring members are kept abreast of the new Health and Safety reform.





Shane Van Gisbergen aka “SVG” or “The Giz”

We first met Shane through other small motorsport privateers, competing in events on the NZ motorsport calendar. Shane was breaking through in the V8 Supercars Championship in Australia. When the opportunity presented itself to sponsor and support Shane personally in his motorsport endeavours, we didn't have to be asked twice.

Born to drive anything that has either two or four wheels, his focus and commitment behind the wheel is second to none. A vast array of our partners, suppliers, associates and customers eagerly watch Shane Van Gisbergen in his many racing endeavours, none more so than in the Supercars Championship where Shane was crowned champion in 2016.

In 2019 we continue to see Shane flying again for the Red Bull Holden Racing Team, where once again he is competing at the top of the championship.

It is very important for us at Accurate Instruments to support our New Zealand Athletes. Giving something back to our stars and their endeavour to take on the world is a large part of what Accurate Instruments is all about.

Partnerships & Sponsorship



OFFICIAL SUPPLIER 2021
Defender America's Cup 36



Our relationship with ETNZ dates back to the first NZ held campaign in 2000 in Auckland.

Our customers and the country have passionately followed Emirates Team New Zealand over many years, dating as far back as the first challenge of KZ-7 in Freemantle, Australia during 1987.

No one will ever forget Sir Peter Blake's campaign that captured the Cup in 1995 in San Francisco.

We are all now watching closely as the new foiling monohulls take the water in preparation for the 2021 America's Cup in Auckland.



Accurate

a trusted partner to industry

CONTACT US

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