

Stabi-Craft Marine Limited

Adventure with Confidence

Media Release

(For immediate release)

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Stabi-Craft Marine – Better by Design

Invercargill boat manufacturer Stabi-Craft Marine is on the way to becoming an even stronger player on the export market after its inclusion in a national design strategy.

The innovator of the aluminium-alloy pontoon boat was chosen by New Zealand Trade and Enterprise early this year for the Better by Design programme.

Stabi-Craft Marine managing director Paul Adams said since the company was founded on design, the concept of being even better by design made perfect sense.

“It’s a wonderful opportunity for us. It gives us an independent critique of our operation and the experts to work with us on a strategy to make our business even better.

“We’re really excited to have been included.”

Since its humble beginnings 1987, Stabi-Craft Marine has grown to become New Zealand’s largest trailer-boat manufacturer.

“On the way we’ve learnt a lot about how to manufacture boats, and we’re always facing new challenges about how to run an ever-expanding business,” Mr Adams said.

Better by Design was introduced in 2004 to support New Zealand firms to build design capability and improve their export competitiveness. Those who meet the initial selection criteria can then choose from one of three national providers who will work with them.

Members of Equip Design Integration Consultants, the firm Stabi-Craft chose to partner with, have been onsite since Tuesday, interviewing key staff about perceptions and problems as part of their initial assessment of the firm’s design capability and culture.

Designer Peter Haythornthwaite (correct) said the key issue for the scheme’s success lay in a firm’s willingness to accept what was often a complete change in culture.

“Design is a means of forming relationships with other people so that they journey with you. It is the glue for business,” Mr Haythornthwaite

In less than a day on the Stabi-Craft Marine site he and mechanical engineer Andrew Jones had noted a genuine commitment, from the top down, to embracing a design culture.

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