



# Corporate Profile





Holyoake is a leading Australasian manufacturer and supplier of air distribution and certified fire control equipment. Widely recognised in the Australasian market, architects and engineers specify "Holyoake" by name.



Founded 66 years ago by Noel Holyoake, the Holyoake family has invested in building a strong Australasian-based business.

Throughout our history, Holyoake has developed an outstanding reputation and highly respected brand.



# History

With 66 years operating at the forefront of the industry, the Holyoake brand is synonymous with high quality, engineering performance and innovation. Key breakthrough developments of the CSD Mounting Frame in 1999 and fire and smoke dampers in 2018.

## 1953

N.V. Holyoake & Co Limited, founded by Noel Holyoake in Wellington, specialising in combustion engineering and oil fired central heating equipment.

## 1963

The Business began production of air distribution equipment. Branches are established in Auckland, Christchurch and Sydney. Secured manufacturing and selling licenses with three of the largest suppliers in the USA, Titus Manufacturing, ILG Fans, and Ruskin.

## 1971

Oil heating division is sold to Zip Industries. Head office moved from Wellington to Auckland and Sydney facility is closed.

## 1979

Scott Holyoake joined the Holyoake sales team.

## 1983

Introduction of The Holyoake Component Manual.

## 1987

Grant Holyoake joined the company as the Wellington manager.

## 1988

A production and manufacturing facility, HIQ, is established in Queensland.

## 1998

Established Melbourne presence through acquisition of Oates Evenflow, a grille and diffuser manufacturer.

## 1999

**CSD Mounting Frame introduced, enabling Holyoake to secure the Australasian slot and linear diffuser market.**

## 2002

New facility built in Queensland, enabling substantially increased production. Production and manufacturing facility established in Sydney.

## 2004

Noel Holyoake became a life member of ASHRAE, having been a member since c. 1960.

## 2007

Facility established in Adelaide and new facility opened in Melbourne.

## 2009

Grant Holyoake moved to Melbourne to become Managing Director of the Australian operations.

Scott Holyoake became Managing Director of the New Zealand operations.

## 2016

Noel Holyoake inaugurated into the NZ Business Hall of Fame.

## 2018

Sydney operations moved to a new facility.

**New patent protected range of fire and smoke dampers.**



## 2021

Holyoake and Price Industries enter a partnership







# Industry Leading Products

Holyoake products are critical components of large buildings and facilities. Due to Holyoake's broad product range, products are specified across all stages of the construction process.

Holyoake's products have several key features that are differentiated in the market.

## DIFFERENTIATING FEATURES

### High Quality Design

Holyoake competes successfully on product quality, with an emphasis on air diffusion performance, acoustic performance, and energy use. The New Zealand business has had ISO9001 certification for over 20 years.

### Quality Engineering

Holyoake prides itself on the high quality of its engineering, and product range. Across each site there are very experienced and qualified engineers.

### Performance Data

Comprehensive and robust performance data is well presented for the full product range, so that the customer has certainty over acoustic levels and airflow characteristics.

### Trusted Solutions

Leads to architects and consulting engineers routinely specifying Holyoake products.

### Efficient Installation

Range of market leading fixing systems and concealed fixing frames, developed over decades, saves customers installation time and facilitates a perfect finish.

### Breadth of Range

A comprehensive range means that Holyoake offers a full service offering in its chosen markets.





# Research & Development Capabilities

Holyoake has a track record of driving growth through innovation. Its R&D capabilities are unique and differentiating in the market, and serve multiple purposes of product development, testing, and compelling product demonstrations.

- Specialised R&D facilities and capabilities differentiate Holyoake relative to competitors
- Holyoake has developed a range of fire and smoke dampers which it believes are the only mechanical products currently available that meet updated New Zealand and Australian standards.
- Track record of patented product development



Customers are located across New Zealand, Australia, Papua New Guinea, Samoa and Fiji.

#### NEW ZEALAND AND AUSTRALIA

Primarily manufacture bespoke products on an as-needed basis. Product development and testing occurs in these facilities.

ADELAIDE

MELBOURNE

BRISBANE

SYDNEY

AUCKLAND

WELLINGTON

CHRISTCHURCH

# Manufacturing

Holyoake operates from seven manufacturing sites across New Zealand and Australia, leveraging its deep engineering capability to produce bespoke products and facilitating strong customer relationships.

- **Engineering capability** - in-house engineering capability supports the design and technical performance of its products, underpinned by supporting data;
- **Bespoke solutions** - localised manufacturing capability enables bespoke solutions to be produced for complex projects;
- **Efficient service** - close proximity to customers allows Holyoake to meet tight delivery timeframes; and
- **Customer loyalty** - strong customer service from each local team, coupled with being a local supplier, drives buyer loyalty.



# Team & Culture

Holyoake employees are integral to the success of the Business, with 230 specialist staff located across seven manufacturing and sales facilities with average employee tenure of 11 years.

Holyoake has developed a strong values-based culture which is ingrained throughout the Australian and New Zealand businesses. These values are long-term in nature and include investing in relationships with staff, customers and suppliers, in an environment of mutual respect.

Upon joining Holyoake all employees undergo extensive product training. This process includes working alongside engineers and salespeople and viewing tailor-made onboarding training videos. Training conferences are held every 18 months, providing an opportunity for staff to learn and expand their networks.



**HOLYOAKE**  
AIR MANAGEMENT SOLUTIONS | by **price**

