

BODY corporate

How Phillip Mills turned
Les Mills World of Fitness
into an empire

One for all

Areas the supercity mayor needs
to address first and foremost

Running out of puff

Has the city of sails becalmed itself?

Thou shalt not...

Business commandments you dare
not break

Working at war

Keep your friends close and your
colleagues closer

Food for thought...



One man's specialist approach to food handling facilities has resulted in a business with a second-to-none reputation...

It is a competitive old world these days and establishing a reputation for excellence takes some doing, but it's exactly what Peter Swan Limited has done.

The Auckland-based professional design company has forged itself an international reputation as professional engineers, architects and project managers specialising exclusively in the food industry. Within this industry, Peter Swan specialises in the design and delivery of processing, chilling, freezing, cold storage and materials handling projects to clients in the food industry.

Company director Peter Swan has a background in structural engineering, first with the Ministry of Works in Wellington and then in private practice. After gaining experience both within New Zealand and overseas, he looked to move away from designing high-rise office buildings, a sector of the building market that is highly subject to fluctuations in the economy.

"High-rise buildings are exciting when you're doing them but when the economy goes into a hole, your business suffers badly," he says. "In 1980 I decided it made a lot of sense to take a specialist interest in the food industry, which always has been, and remains, the heart of New Zealand's economy. It's a sector which continues to perform when the rest of the economy is having a downturn."

Peter Swan Limited was formed in 1990. Since then it has continued to increase its knowledge within the food industry. As a small country highly dependant on the export of its primary products, New Zealand has developed an innovative and efficient food processing industry to compete effectively in world markets.

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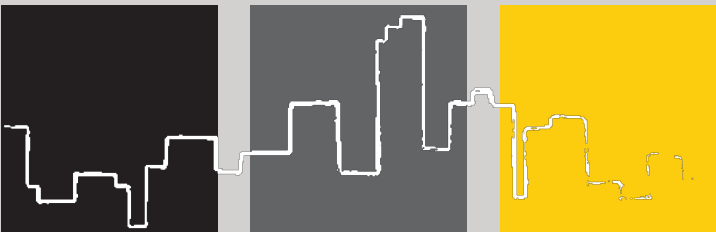
We are proud to have worked closely with Peter Swan Limited on many projects over the last 20 years and extend our congratulations for achieving this milestone

May the next 20 years be just as successful

Peter Swan Limited recently completed work for ABB Grain in Tauranga

Congratulations.
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For the latest in Food Processing Technologies contact
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This field of design is complex and demanding, requiring precise and exact standards of engineering and architecture.

Forming relationships

The design process adopted by the Peter Swan team means the company becomes deeply involved in its clients' businesses.

"We develop a close relationship with our clients, which is very satisfying for all of us as professionals. We become very much a part of their team and this frequently becomes a long-term relationship," Swan says.

"The buildings we do have a clear function and we consider optimising our designs in response to this function, which allows us to make a real contribution to our clients' businesses and also to the New Zealand economy.

"When designing commercial buildings where you're not in touch with the occupiers, it can be a remote and less satisfying design experience.

"We know what our buildings will be used for and who will be using them and that gives us a real sense of satisfaction."

Much of Peter Swan Ltd's work is carried out in small towns and cities throughout New Zealand — the heartland so to speak. "It gives us a real sense of satisfaction to experience the backbone which rural New Zealand provides to our economy and to become familiar with the people who drive it."

About 20 percent of the company's work each year is carried out overseas, in such regions as the Middle East, Asia, Russia and the Pacific.

Swan says New Zealand has a good reputation within the international food industry.

"As specialist food industry designers, that rubs off on us a little. Hopefully we add to that reputation, but we also benefit from that reputation, so that when we go offshore, being from the New Zealand food industry means we get a hearing that possibly wouldn't happen in other fields."



Much of Peter Swan Limited's work is in small towns and cities throughout New Zealand, including the Bidvest NZ site in Palmerston North

Offshore projects

Peter Swan Limited's knowledge base allows it to compete on an international level for design work within the food industry.

Director Peter Swan says the overseas work gained by the company has made a significant contribution to its business, particularly in the past 15 years. "We keep a very strong home base, but it's a nice addition to our home market," he says. "The overseas opportunities take us to some interesting parts of the world."

Advances in communications and technology in recent years have also made it possible for the company to carry out overseas projects efficiently. "There's no way we could've done what we do now 20 years ago. We can be working on a project in Malaysia or Saudi Arabia and we can use the time difference to good effect. Yesterday's problems on site can be solved overnight in Auckland and the revised designs and drawings emailed back to site for use the next day."

Peter Swan Limited has successfully completed projects throughout New Zealand, Australia, Russia, American Samoa, Malaysia and Papua New Guinea. The company is currently working on projects in Saudi Arabia and Russia.

"Our most recent offshore project is a poultry processing plant in Saudi Arabia, which we've been working on for about six months," Swan says. "We've been involved in a job in Sri Lanka — a tuna canning plant — which is still waiting to go ahead. We've also been involved in a number of other Sri Lankan projects."

Peter Swan Limited's portfolio of recent international work also includes an aquaculture project in Singapore, a large tuna plant in Papua New Guinea, tuna plants in Fiji and American Samoa and cold stores in Kuala Lumpur and Penang in Malaysia.

"Malaysia was very short on temperature-controlled infrastructure to handle their fish and were losing up to 60 percent because of lack of ice and cold storage," Swan says.

"We've also done three projects in the far east of Russia, which involved two cold stores and a beer brewery. We've continued working on projects up there, but these have been difficult to get off the ground in recent years."

Extensive knowledge base

Swan says the reason the company has become successful internationally is its amount of knowledge and experience within the food industry.

"If an overseas market has people with the same knowledge base that we have, there's no way we would try to compete. But if we have something to offer which they don't have locally then we're in with a good chance," he says.

"That's what being a specialist is about — we've got knowledge that gets us opportunities that we wouldn't otherwise get."

Feature continues on next page >>



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The Peter Swan Limited team is capable of dealing with all regulations regarding the food industry, despite the continually changing nature of these regulations.

“We’ve built up this knowledge base over a period of many years. I’ve now been doing this for 30 years,” Peter Swan says.

“With every situation we go into we learn a bit more and we see applications from one part of the food industry which quite often trigger thoughts about what might work elsewhere.

“It’s about having your focus on outcomes for that length of time.”

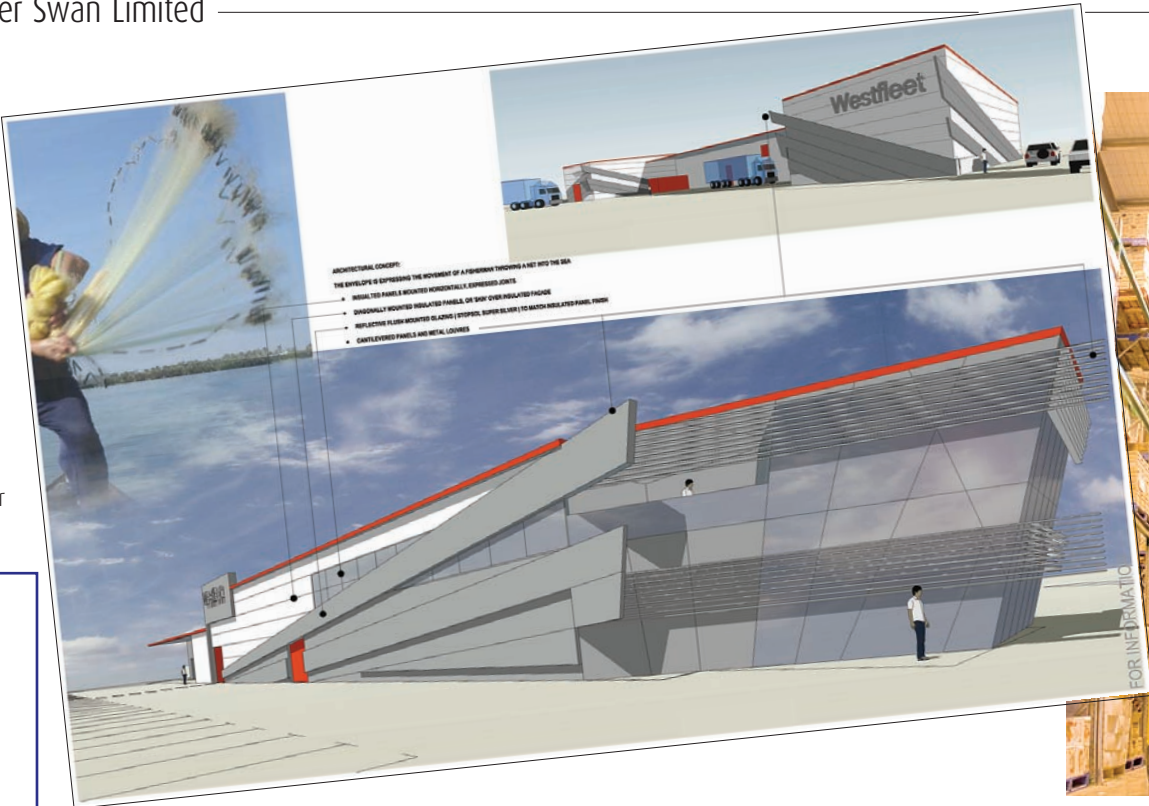


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Experienced leadership team

Peter Swan Limited employs a team of highly skilled architects, engineers and project managers. The team of 20 has recently gained a fifth director and shareholder, Aaron Trembath.

Trembath is heading the company’s architectural department and has 20 years’ experience working in New Zealand and the United Kingdom on a range of projects. Director Peter Swan says Trembath is providing excellent leadership and inspiration. “We have an excellent staff of committed professionals. We’re proud of them and appreciate the contribution they make to what Peter Swan is all about.”

Swan is an engineer with 40 years’ experience, having spent 35 years as a practice partner.

Specialising in the field of industrial buildings in the food industry for the past 30 years, Swan formed Peter Swan Limited in 1990 to specialise exclusively in consultancy services to the food industry and related projects and has developed a considerable reputation in this field, both within New Zealand and internationally.

Director Phil Meyer-Smith is an engineer with 24 years’ experience, of which 18 years have been with Peter Swan Ltd specialising in cold storage, food processing factories and breweries. Meyer-Smith has been the design and project engineer on developments throughout New Zealand, Australia, Russia, American Samoa and Malaysia.

Director Gordon Lindsay is an engineer with 35 years’ experience. He has spent 13 years dedicated to meat industry projects and advanced to engineering manager for Waitaki International before joining Peter Swan Limited in 1995. Lindsay has extensive knowledge of New Zealand’s primary industry and projects.

Director Brett Burridge is an engineer with 20 years’ experience and has been with Peter Swan Ltd for five years. Burridge is a skilled structural design engineer, having honed his skills on highly competitive, low-cost industrial steel buildings for the poultry industry.

Special Auckland project

These directors have led many specialist and complex projects within New Zealand’s food industry. Swan says the company is undertaking an interesting project at Auckland Airport, due to open mid next year. The project, named the New Zealand Food Innovation Centre, is still in the design stage. It will be available for rent by



individuals or companies wanting to develop new commercial food products. “It’s going to be built to the highest standard of hygiene so anything that comes out of it can go worldwide. It will contain the highest level of equipment and technology and people will rent the facility with all the equipment installed, to do a trial production run of their product.”

While it will initially involve four units, Swan says there is the capacity to double this number if required. The project is government funded and supported by Enterprise Manukau. It is owned by New Zealand Food Innovation (Manukau) Limited.

Swan says it is a typical project undertaken by Peter Swan Limited. “The brief is to build it so that it will be a showpiece. People can hire the place and fly up their clients to see them producing the product. It’s to showcase New Zealand food,” he says. “People can hire it for as long as they like and one unit already has enquiries totalling 600 days. There’s definitely a strong interest in it and it’s an innovative move.”

Peter Swan Limited is also undertaking a range of other domestic projects, including the rebranding of Burger King in New Zealand, which will involve building several new restaurants, as well as refurbishing existing sites, and a recently completed \$30 million feedmill for Viterra Limited in South Auckland.

Expanding the network of temperature-controlled distribution centres for Bidvest NZ Ltd is an ongoing work in progress, with Auckland, Wellington, Christchurch, Rotorua, Palmerston North and Queenstown now being joined by the current project in Tauranga.

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We congratulate Peter Swan Limited on their 20th anniversary and wish them every success for the future

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Bidvest NZ Ltd in Albany has recently been expanded

Specialist design services

Also on offer is a full range of services relating to the design, engineering and project management of every type of food industry project conceivable. The company's main design office in Auckland is equipped with the latest CAD systems, with all workstations linked through a central file server.

The latest in communications technology is employed, ensuring documentation and drawing delivery is achieved electronically between offices in any location in New Zealand or overseas in a matter of minutes.

Peter Swan Limited's work involves total project management, including feasibility studies, reports, budgeting, preliminary designs, local authority consents, food regulation compliance, detailed design, contract documentation, tendering and construction management.

As a food industry specialist, conceptual process design is carried out to incorporate the latest industry developments, to provide maximum operating efficiencies, and to meet current operating and hygiene standards and regulations. Design development is carried out in close co-operation with the owner's management and engineering personnel.

Materials handling is a key element, achieved by integrating traditional industrial building materials with modern finishes to enhance the form of the building and install a pride in the owners and users. Regardless of budget, they strive for buildings of excellence in appearance. The company offers design and construction expertise in earthworks, roading, heavy duty paving, drainage and site services, as required for heavy industrial trucking and container yards, often incorporating rail sidings.

The team has extensive experience in the design and construction management of industrial buildings, as well as specialist experience in optimising cold store and industrial building steelworks for cost and speed of construction, and the benefits of the structural performance of insulated sandwich panels. The refrigeration company undertakes the design and commissioning of hot and cold water systems, heat recovery, ventilation and piping design and the evaluation and specification of industrial plant. It has an in-depth knowledge of food and hygiene regulations.

Cold storage and refrigeration

Cold stores and cool stores have been included in many projects, sometimes as stand-alone



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Peter Swan

projects and sometimes included within larger scope commissions.

Peter Swan Limited is recognised as an innovative leader in cold store and cool store design. Exacting standards and details are required, especially for below freezing conditions. It also has extensive experience in the design, tendering and selection of industrial refrigeration equipment, as well as the specifying and selection of blast, plate, spiral freezers and mechanised carton tunnel freezers.

Project and construction management

Peter Swan Limited is usually engaged as principal consultant for specialist projects. Its engineers and project managers are specialists in the total delivery of cold storage and food processing projects. They offer a single-point responsibility from the time the project is first

perceived through to commissioning. Planning, leadership, resources and systems are all critical factors for successful delivery.

Through the appointment of a construction manager with experience in the multi-discipline components of cold storage and food processing projects, Peter Swan Ltd is able to ensure quality is maintained, while also making significant cost and time savings. The company also provides a property management service, specialising in temperature controlled facilities, with building reports and ongoing maintenance reporting.

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— Advertising Feature

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