

## **Frequently Asked Questions (FAQs): Precision rebrand to Dexion**

**Q. Why is Precision rebranding to Dexion?**

A: The Dexion group acquired Precision in 2007. Whilst the Precision business has operated as its own entity for the past 92 years, Dexion's global vision is to become the international leader in commercial storage solutions. In order to achieve this, it is essential that Dexion align Precision's local operations in New Zealand with its global operation. This will ensure the same extensive product ranges, innovations, service quality and local representation are delivered to customers across the Australia and New Zealand region.

Establishing a more unified visual identity for the Dexion group will also strengthen Precision's (and Dexion's) ability to gain greater recognition and develop stronger business relationships in a landscape that already considers Dexion to be a global leader in delivering commercial storage solutions.

**Q. What impact will the Precision rebrand have on New Zealand customers?**

A: Operationally, nothing will change for Precision customers – the same state-of-the-art products, services and local 'on the ground' representation will be available to New Zealand customers.

**Q. What are the benefits of the rebrand to New Zealand customers?**

A: There will be a host of benefits to Precision customers as a result of the rebrand. These include:

- Access to a significantly broader specialist range of storage products targeted to industry segments such as retail, collections, health and defence
- The introduction of new product innovations, technologies and marketing initiatives previously unavailable to New Zealand customers
- Improved sourcing capabilities as a result of Dexion's extensive global network
- Enhanced service provision, including in-full and on-time delivery

**Q. Will New Zealand customers still have access to the same local Precision representatives?**

A: Absolutely. Precision customers will still have access to the same local Precision representatives, who will be happy to respond to all their commercial storage needs.

**Q. Will Precision's logo and branding change?**

A: Yes. All Precision branding will change to 'Precision by Dexion' in October 2013. This includes Precision's website, all marketing collateral, logos, products and services.

In October 2014, the Precision by Dexion brand will fully transition to 'Dexion'. This will include Precision by Dexion's website, all marketing collateral, logos, products and services.

**Q. When will the rebrand occur?**

A: The rebrand from Precision to Dexion will occur gradually over the next twelve months. Key milestones during this period are as follows:

**Phase One**

October 2013

- Precision announces Dexion rebrand to its staff, before advising customers, re-sellers and the media.
- Precision is rebranded 'Precision by Dexion'. The company's website, all its marketing collateral, logos, products and services will be rebranded Precision by Dexion.
- Precision's website will change from [www.precisionworkspace.co.nz](http://www.precisionworkspace.co.nz) to [www.precisionbydexion.co.nz](http://www.precisionbydexion.co.nz).
- Precision staff email addresses will change from [firstname.surname@precisionworkspace.co.nz](mailto:firstname.surname@precisionworkspace.co.nz) to [firstname.surname@dexion.co.nz](mailto:firstname.surname@dexion.co.nz).
- All other staff contact details will remain the same (i.e., contact telephone and facsimile numbers, as well as office locations).
- Staff will refer to Precision as 'Precision by Dexion' in all their communications with customers and relevant stakeholders. Staff email signatures and business cards will be rebranded Precision by Dexion.

November 2013 – September 2014

- Precision by Dexion continues to operate as a dual brand.

**Phase Two**

October 2014

- Precision by Dexion fully transitions to 'Dexion' branding.

**Q. Why isn't Precision rebranding to Dexion immediately?**

Precision has decided to gradually transition the Precision brand to Dexion in order to ensure that Precision's new and existing customers and staff are afforded ample time to comfortably adjust to the rebrand before a complete transition is made to Dexion branding.

**Q. Where do I get more information about Precision products and services during the rebrand period?**

A: During the rebrand transition period from October 2013 – September 2014, please visit Precision's rebranded website [www.precisionbydexion.co.nz](http://www.precisionbydexion.co.nz). The existing Precision website [www.precisionworkspace.co.nz](http://www.precisionworkspace.co.nz) will still be operational, however visitors will be re-directed to the Precision by Dexion website.

All telephone and facsimile contact information will remain the same, i.e.:

Free Phone: 0800 800 059 (8.30am – 5.00pm Monday to Friday)  
Free Fax: 0800 800 079

Emails should be addressed to [service@dexion.co.nz](mailto:service@dexion.co.nz). Emails sent to [service@precisionworkspace.co.nz](mailto:service@precisionworkspace.co.nz) will be re-directed to the Dexion email address.

Precision's head office locations and contact details will also remain the same, i.e.:

*Wellington Head Office*  
25 Peterkin Street  
Wingate  
Lower Hutt  
Wellington 5019  
Phone: + 64 4 920 5400  
Fax: + 64 4 920 5402

*Auckland Head Office*  
Level Two  
100 Mayoral Drive  
Chamber of Commerce Building  
Auckland 1010  
Phone: + 64 9 353 1252  
Fax: + 64 9 353 1257

*Christchurch Office and Showroom*  
48 Lunns Road  
Middleton  
Christchurch 8024  
Phone: + 64 3 943 5997  
Fax: + 64 800 800 079

**Q. Who do I contact for further information?**

A: Precision has set up a dedicated toll free customer service number 0800 657 453 to respond to any queries about the Precision rebrand from 8:30am – 5:00pm Monday to Friday.

You can also email Precision's dedicated customer service team with any questions about the rebrand at [rebrand@dexion.co.nz](mailto:rebrand@dexion.co.nz). A customer service representative will respond to your email within 48 hours.

**Contact for Journalists:**

**Natalie Silber**

**P: +61 3 9685 3191**

[natalie@lahracarey.com.au](mailto:natalie@lahracarey.com.au)

**About Dexion**

*Dexion is an international specialist in manufacturing and marketing a broad range of products to assist industrial and commercial customers solve their shelving, storage, filing, distribution management and materials handling challenges.*

*With operations throughout the Asia Pacific Region and the Middle East, Dexion's core product offerings include: pallet racking, shelving and integrated systems used in logistics, warehousing and storage, as well as filing solutions including cabinets, shelving, lockers and Compactus® mobile storage used in the commercial sector. Dexion operates with a global network of suppliers who manufacture components and complementary products.*

*Dexion's industrial business combines order fulfilment and distribution functions with materials handling equipment and sophisticated software to build automated systems that increase speed, accuracy, security and flexibility. Its systems deliver the benefits of improved productivity and profitability due to the smarter thinking that goes into their design.*

*Dexion's commercial business provides products for every commercial and specialist storage application. These products are complemented by a range of services that help customers achieve the right balance between space utilisation, safety and value.*

*Dexion also has a network of franchises and dealers across Australia, Asia Pacific, Africa and the Middle East. These businesses deliver a variety of industrial and commercial storage systems for businesses of all sizes.*

*Customised training, state-of-the-art design tools, active research and development, rigorous product testing, after-sales-service and a lifetime product warranty support the strong reputation of the Dexion brand.*

*Dexion is part of the GUD Group, which manages a number of leading consumer and industrial products companies across Australia and New Zealand.*

For more information call 1800 100 050, visit [www.dexion.com.au](http://www.dexion.com.au) or email [info@dexion.com.au](mailto:info@dexion.com.au)

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