



FIVE MINUTES

Deborah Chester, CEO and Co-Founder RimPro-Tec World Wide Limited

1. What is the nature of your business?

RimPro-Tec World Wide Limited manufactures and distributes "clip to fit" wheel protection designs for the majority of 4 wheel automobile vehicle wheels.

The RimPro-Tec system was first invented in April 2007 to help prevent unsightly damage to alloy/mag wheel rims whilst parking against kerbs and other objects that might come into contact with the wheel rim under normal road conditions.

2. Do you import, export, or do a combination of both?

RimPro-Tec is manufactured in Henderson, Auckland, and also in Detroit, Michigan in United States of America. We import some raw materials including the retail packaging and export our fully manufactured and kitted RimPro-Tec Systems to Korea, France, Malaysia, UK, Erie, Australia, India, Singapore and North America. We are in talks regarding export to the CCG, South Africa, Brazil and other European countries.

3. What are the main needs for New Zealand companies in terms of setting up and operating their businesses overseas?

Information on overseas markets is important, in particular market research on:

- your products
- the end user
- the country you are wanting to export to; and
- trade channels

It is good to get guidance on how to structure your business internationally: Are you wanting to license, wholesale, have distributors, representatives, or go direct to customer?

It is always good to know your market so have a marketing plan ready for when you are talking to your potential licensees or distributors of your product. A proven market is always a winner.

4. How does your New Zealand business operate within your global network?

We operate via licensees and distribution channels. We pursue a balanced strategy in acquiring our licensees and distributors. We believe we can gain greater scale and success having licensees in place in certain markets and that local partners will provide a better opportunity for our RimPro-Tec products to move internationally.

RimPro-Tec's licensing / distributor business is a very important part of our growth and the growth of our brand worldwide. We have strict brand guidelines. As a company we are focusing on the global growth of our worldwide patented products while building a strong global brand. We expect that a significant part of our growth in 2015/16 will be from exporting and international sales.

5. What do you think are your biggest business challenges for 2015?

Handling the speed of our growth as we move into the larger international market.

6. What were your reasons for joining the Chamber?

Rim Pro-Tech joined the Chamber to utilise the international certification services and for the networking opportunities the Chamber offers.

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www.rimpro-tec.com

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