

It's all good...



BUY NEW ZEALAND MADE MEMBER SERVICES GUIDE

CONTENT

The Buy New Zealand Made ‘kiwi in a triangle’ logo is incredibly well known by consumers – over 95% of Kiwi’s recognise it. This guide will help you make the most out of your membership and the use of the logo.

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INTRODUCTION

This sections gives a brief of the benefits you can access by being a member of the Buy NZ Made Campaign and provides information about the required compliance with the Fair Trading Acts “Country of origin labelling” clause.



A Trusted Brand

Members of Buy NZ Made have exclusive access to the iconic and incredibly well recognised 'Kiwi in the triangle' logo to help sell products or promote NZ made goods in retail space. Over 95% of consumers recognise the iconic logo, which has been around for over 20 years, promoting support of New Zealand manufactured goods and services.

Membership of Buy NZ made enables NZ manufacturers and retailers to add a certain amount of trust to their own brand and generate a point of difference around their products.



Valuable Partnerships

Membership of Buy NZ Made opens up opportunities for New Zealand businesses to get together and form valuable partnerships.

It helps to generate success for both manufacturers and retailers by providing Networking opportunities, links with other manufacturers, introductions to retail partners and trade show assistance.



Services & Support

The Buy NZ Made organisation is managed by a switched-on, friendly and helpful team who are focused on ensuring members get the most out of their membership.

A vast range of services are available to members on www.buynzmade.org.nz.

Our team understand how business works and that time is of a premium for busy business owners and their staff , that's why our services are simple and easy to access, our newsletters are quarterly and only carry important information and our team are available to you at anytime to give advice or put you in touch with assistance from other business support organisations.



Key benefits:

- Access to use the Iconic 'Buy NZ Made' brand to endorse your products or retail space
- Licence to add the logo to your NZ manufactured products, website, marketing material and advertising
- List your company and products on-line giving you an internet presence so consumers and potential business partners can find you
- Network with potential manufacturing and retail partners
- Trade show discounted rates and advice
- Simplified EFTPOS services with member discounts
- Discounted membership of www.getnzmade.net to sell your products on line
- Marketing support through galleries, newsletters and case studies to help generate ideas for your own successful marketing activity
- Support and services from the Buy NZ Made team and their business partners.



Membership Explained

The Buy NZ Made financial year ends 30 June, so regardless of the date you join, all licence updates are made on 1 July each year.

When you join, an invoice will be sent to you based on how much of the year is left to go before the end of our financial year. Then, at the beginning of July you will be invoiced for the next year and asked to update us on your business status (number of employees etc).

Depending on your membership category you may pay an initial registration fee of \$75 + GST which covers the administration of getting your membership set-up and access to website services. Once your fees are received, you simply add your company to the Membership Directory and we do the rest – listing your products and updating them as and when needed.

Manufacturer rates are based on the number of staff you employ. The minimum is \$150 +GST for up to 15 staff. Additional staff members cost \$10+GST each (up to \$5000 maximum).

Retailer rates depend on the number of stores you have and starts with an annual license fee of \$50+GST for 1-5 stores.

There are also Cottage Industry, Associated Business and NZ Growers memberships available.

To work out your rate, visit www.buynzmade.org.nz selselect 'Join Buy NZ Made' and use our on-line calculators.



Compliance with the Fair Trading Act

Origin of goods:

When deciding to purchase goods, customers will often be influenced by the origin of those goods. They may prefer to buy New Zealand-made products, or believe that goods made in certain countries are preferable to others.

Businesses must avoid misleading consumers about where goods are made. It is not just words that can be misleading. Symbols such as kiwis, flags or other national emblems can also convey false or misleading impressions as to place of origin.

A place of origin can be defined as the country or region where the product was created in its final form from its raw materials or constituent parts. In other words, it is the country or region where the product's 'essential quality' was created. It is not necessarily the place where the most money was spent on a product – and it is not the place where only final assembly or packaging was done.

For example, orange juice which is made from imported concentrate which has water added and is bottled in New Zealand, could be labelled 'Bottled in New Zealand from imported concentrate'. It is the concentrate which gives the juice its essential character, not the water or the bottling.

When a product has been worked on, or added to, in several places, it may be misleading to claim a place of origin. In such cases, to avoid making misleading claims about where the product was made, explicit terms such as 'assembled', 'packaged' or 'blended' should be used.



The Commission encourages businesses to list their contact details on goods, but care needs to be taken to ensure that those details do not create a misleading impression about the origin of the product. The Commission's approach is that where contact details may give the impression of a place of origin that is different from where a product gained its essential quality, sufficient information should be put as prominently as possible on the label to indicate that the product came from elsewhere.

Importers should also note that the Customs Act 1966 prohibits the importation of goods which are falsely described – and this includes labels which are deceptive about their place of origin.

Examples:

- A local juice manufacturer promoted its orange juice as being made from local oranges. The company's New Zealand address, with a stylised kiwi logo on the back label of the products, reinforced the impression that the juice was from New Zealand when in fact significant ingredients were imported from Brazil and/or Australia. The company was convicted and fined.
- A distributor falsely represented that canned tomatoes from Spain were of New Zealand origin. Although 'España' was stamped on the top of the can, the wrap-around label said 'Product of New Zealand'. The distributor was convicted and fined.
- A business falsely represented the place of origin of jackets by removing a 'Made in Korea' label, leaving attached a label marked 'Christchurch New Zealand', and affixing a swing tag which included the name and New Zealand address of the manufacturing company which imported the clothing. The business was convicted and fined





Member Categories

This sections provides information on the different member categories and how we work with other groups and organisations in regards to membership of the Buy NZ Made campaign.



How to join:

Joining the Buy NZ Made Campaign is easy, just follow the steps below:

How to Join:

- ◆ Ensure your products that you wish to label meet the requirements of the Fair Trading Act as mentioned in this guide. (does not apply to retail memberships)
- ◆ Simply visit www.buynz.org.nz
- ◆ Click on Join Buy NZ Made then select the member category you wish to join
- ◆ Click on “Application Form” Fill in the details as requested and submit
- ◆ A copy of your application form is automatically emailed to you. Please keep a copy of this for future reference.
- ◆ The Buy NZ Made accounts team will email or post an invoice to you (depending on the preference you selected on your application)
- ◆ If you do not receive an invoice within 5 working days, please contact us as we may not have received your application due to technical error.
- ◆ Pay your invoice by direct credit, cheque or credit card. (read the Bill Pay section of this guide.)

What happens next:

Once you have paid your membership fees the Buy NZ Made Team will :

- ◆ Authorise you on the Buy NZ Made website and getnzmade.net. so you have access to the member services.
- ◆ Send you your members pack that contains everything you need to get started



Manufacturers and Service Providers:

This member category is known as a Full Licence.

Members in this category have access to all Buy NZ Made member services and are able to set up a manufacturing account for \$39.00 per annum on getnzmade.net (read page 25 in this guide)

What does it cost?

- ◆ \$10.00 for each staff member with a minimum of \$150.00 and a maximum of \$5000.00 (prices are exclusive of GST).
- ◆ 20% discount available for members of Business New Zealand Affiliated Industry Groups, EMA's, Canterbury Employers Chamber of Commerce and Otago Southland Employers Association.
- ◆ Our licence year runs from the 1st of July to 30th of June, therefore fees are pro-rated to reflect the months remaining until 30 June.
- ◆ \$75.00 once only registration fee applies at time of application.
- ◆ All current licence holders are automatically invoiced for a full year in July.

How to Join:

- ◆ Follow the "How to join" section on page 14 in this guide.
- ◆ Click on Join Buy NZ Made then select Manufacturers and Service Providers from the menu.
- ◆ Click on "Application Form" and fill in the details as requested then submit.

Tip* make sure you select any other organisation you may be a member of in the drop down box in order to receive your discount.



Small and start-up business:

This member category is similar to a Full Licence and is known as a **“Cottage Industry”** membership.

Members in this category have access to all Buy NZ Made member services and are able to set up a manufacturing account for \$39.00 per annum on getnzmade.net

What is different:

Unlike normal membership Cottage Industry membership only lasts for the current membership year. A membership year runs from July 1 through to June 30.

Cottage industry memberships automatically expire after June 30th, this means that you are no longer licensed to use the kiwi-in-a-triangle logo and will have to remove this from all packaging, web, marketing or other material that you may have it displayed unless you re-apply using the cottage industry application form or you upgrade to full membership.

A Cottage Industry member has to re-apply each year for membership to ensure they still meet our criteria for this category.

Upgrading to full membership:

When a cottage industry member makes the move to full membership, the \$75.00 registration fee is waived.

If a cottage industry member upgrades to full membership during their current year, they will not be charged for full membership until July 1st.

If a cottage industry member upgrades to full membership after their current year and their membership has expired within a 9 month period they can still upgrade without paying the \$75.00 registration fee applicable to all new members by filling in the cottage member upgrade form.



What does it cost?

- ◆ Cost = \$75.00 per annum.
- ◆ The fees in this category are not pro-rated and there is no registration fee.
- ◆ Prices are exclusive of GST.

How to Join:

- ◆ Follow the “How to join” section on page 14 in this guide.
- ◆ Click on Join Buy NZ Made then select “Cottage Industry” from the menu.
- ◆ Click on “Cottage industry Application Form” and fill in the details as requested then submit.

How to upgrade:

- ◆ Click on Join Buy NZ Made then select “Cottage Industry” from the menu.
- ◆ Click on “Cottage member upgrade form” Fill in the details as requested and submit.

Tip* make sure you select any other organisation you may be a member of in the drop down box in order to receive your discount.



Retail:

The Retail Membership category has been designed to entice retailers to show off their New Zealand Made product by displaying the Buy NZ stylised kiwi-in-a-triangle logo in store.

What is different:

Retail members are not allowed to label any products with the Buy New Zealand Made Logo.

Other than the purchase of swing-tags and stickers, retail members can purchase any point of sale material and have access to all other member benefits

What does it cost?

Retail membership costs a minimum of \$50.00 per year + GST for up to 5 stores (and is then bought in 5 store blocks). and includes the following:-

1 x Retail Membership pack for each group of 5 stores containing:-

- ◆ 1 x Buy New Zealand Made Newsletter
- ◆ 5 x Retail Member Decals
- ◆ 5 x Buy New Zealand Made Counter Displays
- ◆ 5 x Stationery Order Forms

How to join:

- ◆ Click on Join Buy NZ Made then select “Retail” from the menu.
- ◆ Click on “Retail application form” Fill in the details as requested and submit.



Farmers Markets:

We have a special membership package just for these markets and like all our memberships it is an easy process to join.

What is different:

Farmers markets can join as an organisation. This then allows their stall holders selling NZ grown or NZ made products to label their products with the Buy NZ Made or NZ Grown logo's.

Farmers market members must agree that all products marked with the Buy NZ Made Logo under this agreement are sold solely at the Farmers Markets and that full details of these products and the people who make them are supplied to the Buy New Zealand Made Campaign Ltd on the provided form.

What does it cost?

Membership fees for the markets are \$220.00 per annum + gst

- ◆ 1 full size flag bearing the NZ Grown Logo.
- ◆ Licence for stall holders to use the logo on their products at the market (only).
- ◆ Stall holders products listed in the Product Finder under the Farmers Market name (i.e. Hamilton Farmers Market).
- ◆ Member directory listing with photo and information about the market.
- ◆ All other full member benefits.
- ◆ Registered stall holders can join the campaign under their own company name for a 25% discount.



How to join:

- ◆ Click on Join Buy NZ Made then select “Farmers Markets!” from the menu.
- ◆ Click on “Farmers Market Application form” Fill in the details as requested and submit.
- ◆ Download the “Stall Holders” Form, fill in the details and fax back to Buy NZ Made on 04 496 6550



Associate Business or additional membership

Companies can now register associated brands or business's to their membership for a registration fee of \$75.00 + gst. plus additional staff costs.

Why add an additional membership?

There are several reasons you may wish to do this a few examples are:-

If you wish us to invoice your offices or franchises separately for any stationary etc, in which case each would need to be registered as a business in our database

If you want to list more than one company name in the product finder or the membership directory

If you have just purchased a new business and would like this business to maintain its current identity

What does it cost?

The parent company will pay for any additional staff costs on their annual membership fee, that are incurred by joining up an associated business

If the parent company are simply registering a new brand or department as an associated business and there are no additional staff, there will be no extra charges added their annual membership fee



Example:

Description	Staff #	Fee \$
Parent company current staff	20	\$200.00
Associated business staff (to be added)	8	\$80.00
Total annual fee for parent company	28	\$280.00
<i>One off registration fee for associated business</i>	<i>N/A</i>	<i>\$75.00</i>

Why not just join the associated business as a new member?

You can of course still do this if you wish, but joining any additional businesses as an associated business could save your company money on their annual membership.

How long does this membership type last?

The associated membership lasts for as long as the parent company is a registered member of the Buy NZ Made Campaign

How to join:

- ◆ Click on Join Buy NZ Made then select “Associated business” from the menu.
- ◆ Click on “Apply here ” Fill in the details as requested and submit.



Organisations and Groups:

If your organisation or group is a member of Business NZ, your members automatically receive a 20% discount off the Buy NZ Made fees.

If your organisation or group is not a member of Business NZ we may still be able to work with you.

For more information please contact Trina Snow on 04 496 6557 or email tsnow@buynz.org.nz

Information about buying NZ made:

If your group, school or organisation would like information to hand out or send to your consumers/members/pupils. Give us a call and we can either point you in the right direction or send you the relevant information.





Services

This section provides information and “How to” guides on the Buy NZ Made member services.

New services are being developed all the time so please read all correspondence or regularly check the “members notice board” on www.buynz.org.nz to ensure you are kept up-to-date.

Tip* the members guide will be updated accordingly and is available to download in PDF format from www.buynz.org.nz



Artwork:

We have a suite of logo artwork on our website available for you to download in Gif (suitable to use when JPEG's are required), EPS, PDF and In design (Mac only) formats.

You are able to download the artwork and adjust the colour schemes to suit your company's logos, marketing and promotional material.

Tip* Blank template art work is available if you wish to re-colour the logo

A printable PDF form is available to download that displays all the logo variations available. This can be found on the main artwork directory page in the members' only section under artwork.

You have to be a member in order to use and download the logos. Logging into the website is required so have your login details handy.

How to download the artwork:

1. Login to the "Members area" at www.buynz.org.nz
2. Click on Artwork
3. Click into the logo that you wish to download
4. Click on download and save to your computer.
5. If you wish to download a gif, when the image appears on your screen, right click the image and then click "save as" to save the image to your computer.



Bill Pay:

This service provides our online banking and postal information to assist you with making payments.

Pay for Stationery, membership fees or getnzmade accounts all in this feature.

Payment methods include online banking , credit cards and information regarding payment by cheque.

How to pay your invoices:

- Visit www.buynz.org.nz and click on “Bill Pay”
- First enter the reference number (this should be the invoice number if you have it or company membership number or name)
- Enter the amount that you wish to pay
Tip# Do not enter the \$ sign or any commas i.e.
1000.00 ✓
\$1,000.00 ✗
- Select the payment type i.e. Online banking
- Click on Pay Now and follow the steps.

If you do not wish to go to the website you can send a cheque to :

The Buy NZ Made Campaign Ltd
P.O. Box 1925
Wellington

Our online banking details are:

National Bank
Account # 06 0513 017754 00



Consumer Club:

The consumer club is for people who want to support manufacturers and are passionate about purchasing NZ made products. It provides them with an opportunity to get involved.

Our member companies can discuss and promote their products directly to consumers using the consumer club forums or alternatively you can ask to submit a full information page or run a poll or survey simply by filling in the consumer club submission form which you can find under 'Consumer Club' on

www.buynz.org.nz

How To:

- Login to the "Members area" at www.buynz.org.nz
- Click on "Consumer club" then select an option:-

- **Forums**

Choose which forum you would like to post or view either: Consumer questions for manufactures, General, Offers for consumers or Questions for consumers.

- **Surveys**

Either fill out our survey or email info@buynz.org.nz with any questions you would like to add to the survey

- **Survey Results**

View the results of our survey.

We can add additional sections at any time so if you have anything you would like to add or if you have any suggestions, please do not hesitate to contact us.



Events: Trade and Consumer Shows:

Buy NZ Made can organise your appearance at any Trade or Consumer Show being held in New Zealand providing there is sufficient interest from our members.

The shows provide opportunity to showcase members' products and companies to manufacturers, retailers and depending on the show consumers.

Each year the Buy NZ Made Team research the trade and consumer shows that are available throughout the country, these are posted on our website with information specifically about the show and links to the website for extra detail. We may also send emails to our trade show mailing list about specific shows where we have negotiated a special deal for our members.

If the show that you are most interested in does not appear on our website, then please feel free to send us the information about this show so that we can list it.

There are significant benefits to being on a Buy NZ Made stand at the tradeshows:

- We can usually provide a discount for you to attend the show.
- It provides an easy networking opportunity with other members on the Buy NZ Made Stand
- It provides support due to the team of people around you during the show.
- The stand will always have a variety of different products which draws the crowds.

To register your interest to attend the tradeshows please read the 'How to' on the next page.



Tip* to add on or remove yourself from the Trade Show email list email sgoffe@buynz.org.nz with your instruction

How to exhibit with Buy NZ Made:

First go to www.buynz.org.nz then:-

1. Click on “Events” then “List of trade shows”
2. Click on “Enquire” under each of the tradeshows you would consider attending.

What Happens Next:

- We make a list of the shows that our members have told us they are interested in attending.
- We go out to our “Show Mailing List” with the details of these shows to request further registrations of interest.
- We talk to the show organisers and negotiate space and cost.
- We go back to those who have shown interest and advise the available options and costs.
- Members confirm what option they would like or decide not to attend.
- We send an invoice to the member for the agreed cost of the show. Tip* this invoice is payable even if the member pulls out at the last minute however we can provide payment options if needed send enquiries to tsnow@buynz.org.nz.
- We provide members exhibitors with all the information they need to get them set up and selling at the show.
- View our POS services for temporary terminal hire



Events Buy NZ Made:

Each year the Buy NZ Made Campaign aims to run a series of networking events throughout the country to give members a chance to meet other companies and promote their products to other members.

These events also offer opportunity to build business partnerships and to discuss aspects of other companies operations that could be beneficial in your own.

How to participate:

1. Early February we send out an email to all members requesting expressions of interest to attend an event in specific areas.
2. You must reply to this email if you are interested.
3. The areas with the most interest will be the areas that we will organise these events.
4. We will then request sponsorship from our members in the form of :
 - Venue
 - Supply of Nibbles, Wine or Beer
 - A monetary Donation.
5. Members will also be able to provide samples if they wish to be laid out on tables around the venue. This provides good discussion points and enables you to market your product
6. Once locations, dates and times have been confirmed, we will again go out to all members with an invitation and RSVP date. You must RSVP by the required date if you wish to



Events - Your events:

As a Buy NZ Made Member you are able to list and publicise your events on our Buy NZ Made Website.

How to:

- ◆ Log into the website through to the members area
- ◆ Click on “Events”
- ◆ Click on “Other Events”
- ◆ Click on “Add your event”
- ◆ Fill in the information about your event and click on the “Add your event” button.

Your company’s event will then be added to our website

Tip* make sure you add your company website and contact details to the event.



Forums, Polls and Surveys:

Under “Polls and Forums” on our website we have the following surveys available:

- Consumer Club Forum
- Public forums and polls which are available to all visitors on the site.
- Network Forum which is only available to members of the campaign.

It is a place where members can discuss issues or ask for ideas from other NZ manufacturers and retailers who sell their products.

How to participate:

To start a new thread or reply to an existing thread just:

- click on “Polls and Forums” on the menu bar on the home page, then
- “Click here to post a message”.
- To use the Members Forum you must log into the site first and then go through the same process as above.



Galleries:

Member awards:

Show off your awards and celebrate your success in our Members Awards Gallery. Simply email us a picture of the award that you received and information regarding what the award was for to the team at Buy NZ Made.

Marketing examples:

We have three areas with examples from our members on how you can creatively use the logo in merchandising, print and web based marketing.

If you have images of how you have used the logo to to display and market your products, please share them with us by sending the images with a description of where, how and why the image was used by email to the Buy NZ Made Team.

Tip* provide us with your web address and we will provide a link to your website along side any gallery item you submit.

You are also made an administrator of your gallery item so you can change details as and when required.

Buy NZ Made gallery:

This gallery provides examples of advertisements produced by the Buy NZ Made team.



Getnzmade.net Website:

Getnzmade.net is an online shopping network developed by Buy NZ Made Ltd. Manufacturers can join the site for as little as \$39.00 + GST per annum.

Benefits for manufacturers are:

- Increase sales and grow your business
- Sell directly to retailers and/or create your own retail profile to sell directly to consumers.
- Network with other manufacturers and retailers online
- Load all your NZ Made product onto the site for no extra charge (only manufacturers are able to load products)
- No Commission on Sales
- Website support to assist with loading and updating your products or profile.

To create an account:

- Go to www.getnzmade.net
- Click on “Create new account” shown on the top left sign in menu
- Select Manufacturer as account type
- Click Next **Tip* You will need your member number**
- Continue through the screens loading your information to complete a Manufacturer account and profile
- Start loading your products – There are extensive Help files on the website or alternatively you can contact the Buy NZ Made Team to assist you with your products.



Mailing Lists:

We only send emails that require attention on offered services but we are aware that not all our services are relevant for all businesses.

To ensure you only receive the information that you want, we have created category subscription lists based on the type of information that we are likely to send to you

You need to subscribe to these lists in order to receive information

The categories are: -

- ◆ **Trade and Consumer Shows**
Receive information about trade or consumer shows such as Print Pac, Ellerslie Flower Show, Gift Fairs and much more
- ◆ **Getnzmade News**
Receive information and updates about getnzmade.net
- ◆ **Network**
Receive information, and updates about Buy NZ Made networking events that you can attend
- ◆ **Buy NZ Made News and Info**
All members should subscribe to this category as this provides important information to members about the campaign.
- ◆ **Advertising Offers**
From time to time we receive third party advertising offers for our members, if you would like to hear about these please subscribe here.

How to:-

Visit www.buynz.org.nz and click on “Buy NZ Mailing List” under “Help and Resources” Enter your Name and Email details then select which categories you wish to receive information about.

Click submit.



Member Directory:

The member directory provides your company with a listing that links to a full page of information that you supply about your products and services.

This page acts as its own webpage and is searchable by web search engines such as Google.

Do not be surprised if this page ranks higher in the search engines than your own web page.

The page can include links to your company websites, and contact information and provides a feedback form that viewers can use to contact you if they are interested in your products and services.

How to create a member directory listing:

1. Fill out the Member Directory listing form by either:-
 - Click on Member Directory in the menu. At the top of the directory page you will see the sentence “Buy NZ Made members can obtain a free listing in the member directory by [clicking here.](#)” Click on where the website suggests as this will take you to the Member Directory Application Form.
 - Log in to the “Members Area” at www.buynz.org.nz. Click on Members Forms then click on “Members Directory Listing Form”
2. Simply fill out this form and once you have finished Click Submit.
3. Our Buy NZ Made Team will load your listing for you.
4. Once the listing has gone live you will be able to edit and update the information directly simply by logging into the Buy NZ Made website.



Members Product Finder:

This service allows viewers to search our database for a listing of our members and their products and services.

Your listing shows your company name and contact information including links to your web and email addresses.

The products that show for your company are those you initially listed on your member application form.

If there are products that you wish to add, edit or delete you can fill out a product finder maintenance form.

How to update:

- Log into the “Members Area” at www.buynz.org.nz
- Click on Members Forms then Product Finder Maintenance Form.
- Complete the form with the changes that you wish to make and submit.
- Our Buy NZ Made Team will update this information on receiving the form.

Tip* Products listed in this facility use basic descriptions only such as Womens Tops or Toy Trucks, so that they are easily searchable. Please refrain from using your code or brand name for your products listing.



News:

This section of the website provides an opportunity for consumers and all visitors to the site to learn about the latest happenings in the Buy NZ Made Campaign and their member companies.

The Members News section is an opportunity for our members to celebrate their achievements, these range from :-

- winning awards,
- exceptional overseas experiences to build reputations or the
- release of new product ranges.
- Any member press release

How to list a news item:

If you have a new or recent news worthy story please send an email to the Buy NZ Made team with images and an article so we can load this onto the website for you.

Tip* Send us a web link with your news article and we will include this with your story



POS and Merchant Facilities

Buy NZ Made have partnered with Viaduct to bring to you some fantastic POS and merchant services.

Viaduct are a one stop shop for your pos requirements. If you are already set up, they can provide you with a no obligation free comparison on services. Perhaps you need a temporary unit and merchant number for a trade show, we can help and at a very affordable price and with minimum fuss.

The terminal discounts are exclusive to Buy NZ Made members so make sure you consider Viaduct prior to any purchase or lease of this equipment, we are sure you will be pleasantly surprised at what they can offer you.

Viaduct's Discounted POS Service

- Great discounts on Terminal Lease and Purchase
- Free Credit Card Rates review No obligation
- Access to all leading POS systems on one Bill
- Free Comparison of Services No obligation
- Broadband capable terminals, Mobile terminals, Fixed line terminals, Point of Sale software & Integrated/Interfaced solutions
- One Stop Shop including set up of Online Services.
- We will work with your bank or find you something better
- Temporary hire of EFTPOS Terminals (E.g. Shows, Exhibitions etc)

How to hire a POS terminal short term:

Cost of hire = \$200.00 + gst for up to one month.

To hire a POS terminal follow these steps:-

- ◆ Log into www.buynz.org.nz through to the members area
- ◆ Click on “Stationary”
- ◆ Click on “EFTPOS Category”
- ◆ Select the EFTPOS Hire product and enter the quantity of machines you wish to hire
- ◆ Go through to the checkout and make sure you provide your Billing and delivery address’s.
- ◆ Submit order. You do not have to pay now as we will invoice you.

How to access all other Viaduct Services:

Pricing and information for available units are listed on www.buynz.org.nz under “Help and Resources”, Viaduct POS services.

To Lease , purchase or access any of Viaduct’s other services listed on the previous page, contact:

Manu Afa

Senior Sales Consultant

manu.afa@viaductnz.co.nz

Viaduct Limited

P O Box 1288

Wellington

<http://www.viaductnz.co.nz>

Ph 0800 484 238

Fax 0800 932 505

Mob 027 411 3001

Stationery:

Buy NZ Made offers a variety of Swing –tags , stickers and point of sale material for you to use on your products and in your promotions.

These products are easy to order through either our online ordering system or by faxing back the stationary order form found in your members pack.

How To order online:

Ordering Stationery online is the easiest option as you can view the product you wish to purchase and you receive an email confirmation of your order.

Tip* Payment is not required at the time of the order because we still have to calculate courier charges.

All you will need is your membership number.

- Login to the “Members area” at www.buynz.org.nz
- Click on Stationery
- Select and add the products that you require to your shopping cart (the pictures make it easy)
- Check out, fill in your company and membership details
Tip* You will only need to do this the first time you order the information is then saved in your online profile .
- Orders are processed the same day unless stock is unavailable. You will be contacted by the Buy NZ Made team if this is the case.



Trademark/Logo:

The Buy New Zealand Made trade mark is a significant marketing tool for business. When your product carries the red and blue, gold and black, or gold and blue kiwi trade mark, your customers can be certain that it's New Zealand Made.

The kiwi in the triangle is a certified trade mark owned by Business New Zealand and protected under the Trade Marks Act.

Buy NZ Made swing tags and stickers, and reproductions of the logo on packaging and advertising can be used only by companies holding a current licences.

Members can purchase swing tags or stickers from the Buy NZ Made Campaign or download the artwork for the logo from the Buy NZ Made website. Refer to the stationary and artwork sections of this guide for more information on how to do this.

Products must comply with the definition of "Made in New Zealand" under the Fair Trading Act further information about compliance with the act can be found on page 10 of this guide.

The Code of Practise booklet in your membership pack has all the information that you need regarding the use of the logo and the trademark. Alternatively a copy of the Code of Practise can be obtained from our website www.buynz.org.nz , click on Trademark then Code of Practise.



Web Digest:

As we update the Buy NZ Made website regularly, you can keep up to date by subscribing to our web digest.

The web digest emails the subscriber a summary of updates to the Buy NZ Made website on a regular basis.

How to:

- ◆ To subscribe to the digest click on “Help and resources”,
- ◆ click on “Web digest” and enter your contact details.
- ◆ You can then choose how frequently you will receive the updates from the website either daily, weekly or monthly.
- ◆ Once you are signed up to the web digest you are able to unsubscribe at any time.

