

Mills-Tui Ltd - NZTTMF Member Since: 2018

One of the most enduring names in NZ truck-trailer building, Mill-Tui has been on its present site in Rotorua for over forty years. Founded by industry legend, H(ugh) Allen Mills, the company is now owned by the husband and wife pairing of Dean and Carey-lee Purves, with a staff of 26.

Dean comes to the company with more than 20 years' experience in the automotive, finance and heavy transport industries, most recently as General Manager-Heavy Commercial for FleetPartners and before that held senior management roles with TCL Isuzu, and Manheim. Carey-lee assists with the company's administration.

The company's core business is still truck and trailer design and build, although these days it tends to focus on the timber and construction sectors along with a long-held staple for which it has international recognition: emergency services and defence vehicles.

Many of the fire appliances built by Mills-Tui over the last 40 years are still in service today.

As well as trailer design and builds, Mills-Tui Limited offers customers a full range of other services such as servicing and repairs (all brands of truck bodies and trailers), parts, refurbishing, training, finance, and general transport engineering.

Dean says that key factor in the company's longevity and success is its staff. On the current payroll today are some of the industry's most well-known and respected names. They carry with them a tradition—and expertise – of consistently producing their best work for Mill-Tui customers.

The company's mantra of "change/adapt" also recognises that the company is not stuck or steeped in the past. Dean says that while he honours the past, the company's focus is firmly on the future.

He says Mills-Tui has long had a reputation for being at the forefront of innovation, design excellence, and customer service—all of which he promises will continue under his and Carey-lee's management.



WHO: Mills-Tui Limited.

WHERE: Rotorua.

WHAT: One of New Zealand's most iconic trailer builders.

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WHO TO ASK FOR: Dean Purves.

WHAT TO ASK FOR: "Old school" build quality and customer service;
new age technology and methodology.