

Action Manufacturing

NZTTMF Member Since: 2012

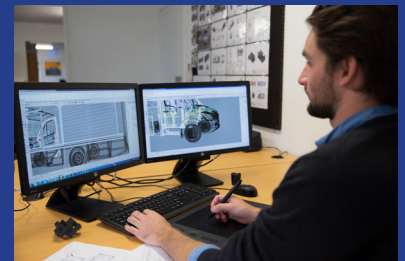
Action Manufacturing is building an impressive reputation as a provider of specialist, innovative design solutions for some of the more challenging requirements in the transport and mobile vehicle industry. There is little this design-led team cannot, and has not, built. As a manufacturer they have been in operation since 1948 and are constantly evolving. Action has designed and manufactured a diverse range of purpose-built vehicles. Some of these include emergency vehicles, commercial transport vehicles, mobile surgery units, refrigerated vehicles, various box body vehicles, floats and trailers.

With two plants across Auckland and Hamilton they form New Zealand's largest specialist vehicle modifier. Their services are offered nationwide with "drop-by" offices throughout the North Island and representatives networking throughout the South Island.

The key to Action's rapidly growing customer base is its design hub in Hamilton. They utilise a team of four highly qualified designers and engineers which work with clients to develop innovative, cost effective and practical solutions to just about any problem.

User insight and customer empathy plays a key role in the early stages of all projects—identifying and quantifying the customer's needs help the designers form a clear vision of the requirements of design solutions. The team has a toolbox of state-of-the-art technology and specialist experience to develop design concepts through to manufacture. After the concept stage, specifications and detailed digital drawings are given to the in-house team of engineers, welders, cabinet-makers, electricians, upholsters and logistics specialists to produce a high quality finished unit.

Chris Devoy-General Manager at Action's Hamilton plant, says his team is equipped with the knowledge, skills and equipment to tackle pretty much any design problem "We welcome and thrive on the challenge to provide our clients with innovative design solutions."



WHO: Action Manufacturing

WHERE: Full service centres in Auckland, Hamilton, Tauranga, Whakatane, Rotorua and Wanganui.

WHAT: Innovative design solution providers for the transport and mobile vehicle industry.

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WHO TO ASK FOR: Chris Devoy.

WHAT TO ASK FOR: Anything. Chances are the company can design and manufacture it.