



giving you electricity sales discounts
Electra

Caring for Our Community

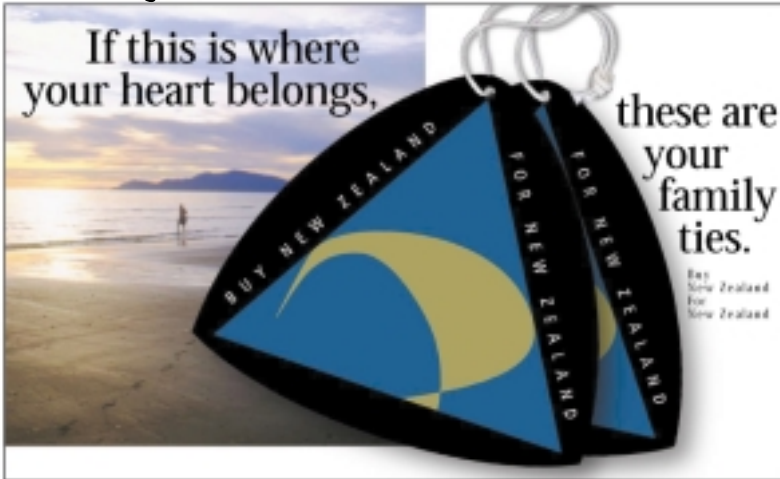
Did you know that our New Zealand made products compare favourably with overseas made in just about every instance? That means that all of us should passionately "buy New Zealand made" whenever we can.

That's the message from Dalton Kelly, chairman of the Buy New Zealand Made Campaign.

locally made product, given that it is of equal quality and that pricing is comparable (although increased pricing of up to 10% is acceptable for many local shoppers).

Given these results, the challenge for local manufacturers is to clearly identify for us as customers that the

Buy New Zealand



Mr Kelly says that kiwis have a lot of catching up to do to equal the patriotic attitudes for buying local that prevail in Australia, Canada and Ireland.

However, he says that there is still a great deal of support for locally made goods in New Zealand, and it's encouraging that so many kiwis recognize the "Buy New Zealand Made" symbol, featuring the stylized kiwi in the triangle.

The Buy New Zealand Made Campaign has been operating for over 25 years and the stylized kiwi in the triangle has become iconic in the nation's minds.

Recent research on the Buy New Zealand brand discovered that a huge proportion (over 85%) of kiwis know and recognise the kiwi alongside New Zealand products.

The research also confirms that most of us (more than 70%) will opt for the

product we're considering purchasing IS actually made in New Zealand.

"The most cost-effective and successful way of doing that that is to attach the Buy New Zealand logo. I'm amazed that every manufacturer in the nation doesn't do it with enthusiasm and pride. The logo and promotional material has just been revamped and is a real winner," says Mr Kelly.

Mr Kelly noted that if each of us spent just \$2 per week more on New Zealand made products (that means \$2 less on imported products, rather than extra spending) this would equate to 10,000 jobs for Kiwis. That's got to be good for everyone!

So look out for the "Buy New Zealand, for New Zealand" symbols.

LAST CHANCE TO WIN

A CENT-A-METER

Win this Wireless Electricity Monitor - it monitors household electricity use, can display your electricity usage and cost per hour as well as inside temperature and humidity! Valued at \$170.00 plus free installation.

Electra Quiz

What is the minimum internal temperature recommended by the World Health Organisation for a home?

What is the required R Value for ceiling insulation in the Kapiti-Horowhenua area?

At what temperature is it recommended to set the thermostat on your electric hot water cylinder?

An energy efficient shower should deliver no more than litres per minute?

When replacing a 100w light bulb with an energy efficient one what equivalent wattage would you buy?

If you answer all five questions correctly you will go into the draw to win a CENT-A-METER. Entries close Monday 21 November 2005. Cut this panel out, add your details and post to:

Win a CENT-A-METER
Freepost 62106
PO Box 51-200
Tawa

Name _____

Phone _____

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