



COMPANY PROFILE: 2009

HISTORY

Wainhouse Distribution Ltd is a thriving New Zealand family owned and operated importation and distribution business.

Founded in 1983 as a pharmaceutical wholesaler, these days the family is firmly focused on being the exclusive New Zealand agents for a full range of local and global pharmacy brands.



HISTORY

The change in business direction from pharmaceutical wholesaling to retail brand marketing was set in course a decade after the business began when Wainhouse Distribution acquired the brands of a private agency and distribution company.

The further addition of a number of global brands strengthened Wainhouse Distribution's traditional trading base while opening a number of new distribution channels outside of Pharmacy.

Management

John Wainhouse - Managing Director

64 years of age, 45 years in Pharmaceutical Distribution.

Email: john@wainhousedist.co.nz

Sonia Wainhouse - Administration Manager

62 years of age, John's wife of 41 years.

Email: sonia@wainhousedist.co.nz

Sean Wainhouse - Operations Director

37 years of age, 21 years with the company.

Email: sean@wainhousedist.co.nz

Aaron Wainhouse - Sales & Marketing Director

35 years of age, 19 years with the company.

Email: aaron@wainhousedist.co.nz

Sales Resources

The team includes the Auckland based Sales Manager and six sales representatives.

All the sales representatives are full time, salary based employees.

This team maintains Wainhouse Distribution's brands at all 900 pharmacies nationwide while its head office team oversees key accounts and other distribution channels such as department stores and other retail outlets.

Premises

All divisions are located in a purpose built 20,000 sq ft building in Auckland owned by the Wainhouse Family.

The facility is MAF accredited and equipped for all container unloading on site. Clean pallet racking and shelving are used for storage and assembly of orders with specialised showrooms on site complete with fully monitored security.

The company has a comprehensive computer system with sales and customer reporting available to a very high level.



Health & Beauty Sales & Marketing

Agencies include -

Braun – hair brushes
Constance Carroll – cosmetics
Coppertone – sunscreen
Depend - nails & accessories
Formula 10-0-6 - teen skincare
Hermesetas – artificial sweetener
Julienne – depilatories
Jeanne Arthes – fragrances
Inecto Pure Coconut - body & bath
Licetec - head lice treatments
Mennen – deodorants

Men Only – men’s toiletries
Mustela - baby skincare
Omega – shave brushes
Rid – insect repellent
Rit - dye
Signature – mouth guards
Skinvitals - face masks
Smackers - lip gloss
Steiner - hair care
Solarcaine – sun burn relief
Superfade - skin whitening

Glass & Plastic Packaging Supplies

Agencies include -

ACI Glass Packaging
ACI Plastic Packaging
Plasdene Glass-Pak Australia

Distribution and Contract Services

While our preference is to provide full service to clients by way of sales, marketing, administration, warehousing and distribution we are in a position to offer selected clients distribution and debt collection, or a mix of operational services, costed according to service mix required.

Wainhouse Distribution Ltd represents one of the few New Zealand independent businesses with a full portfolio of service options, backed by sales and marketing services should they be required.

Goods are delivered via various couriers and carriers:

Auckland Area - Same day
North Island - Overnight
South Island - 48 hours

Distribution Channels

- Pharmacy and Department stores
- Pharmaceutical Wholesalers & Hospitals
- Supermarkets
- Contract packers & primary producers in the food & pharmaceutical sectors (glass & plastic packaging)

Particulars

Business Address	2-6 Argyle Street Morningside Auckland, New Zealand	
Mail Address	PO Box 41-014, St Lukes, Auckland, New Zealand	
Phone:	+64 9 815-1020	Fax: +64 9 815-1036
Registered Office	Level 6 51-53 Shortland Street Auckland, New Zealand	
Shareholders	John Louden Wainhouse Wainhouse Family Trust	
Director	John Louden Wainhouse	

Particulars

Accountants

WHK Gosling Chapman Ltd, Martin Richardson
51-53 Shortland Street
Auckland 1010, New Zealand
Martin Richardson

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Solicitors

Malloy Goodwin Harford Lawyers
Level 1, 5 Broadway, Newmarket, Auckland
David Moorman

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Bankers

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Level 13, Price Waterhouse Coopers Tower
188 Quay St, Auckland, New Zealand
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