

Fifty years of sweet success

IF you asked people to name a New Zealand company that makes 700,000 products a day and 175 million products a year, it is unlikely that the name Health Pak New Zealand would be top of mind.

But today, fifty years after it starting out making sugar sachets, Penrose-based Health Pak exports around the world, is one of New Zealand's most recognised contract packaging companies and the country's leading supplier of guest toiletries and amenities to airlines, hotels and motels.

Air New Zealand is one of six international airlines Health Pak manufactures products for. Other clients

include the Sky City Grand Hotel – for whom Health Pak developed a bespoke cosmetic line, one of many hotels, motels or boutiques in the South Pacific whose bathrooms feature Health Pak's 100 per cent New Zealand made hair & body care product ranges. Contract packaging clients include McDonalds, Sanitarium, Cadbury and many more.

Toby Whyte, Health Pak general manager and son of owner Peter Whyte, puts the company's success down to its 'impossible is nothing' school of thought.

"Nothing is too difficult, too big or small. Regardless of whether the client is

a 500-room hotel or a ten-unit motel, an international airline requiring branded toilet amenities, single serve sachets or contract packaging, we have world-class facilities and products to accommodate every need."

The company's success can also be attributed to staff loyalty and experience. Over 20 per cent of Health Pak's 50 employees have worked for the company for ten years or more.

"One staff member has worked at Health Pak for 22 years and in that time, he alone has made in excess of 9,670,000,000 sachets of sugar!"

Today, fifty years since it was established in 1956, Health Pak services the hotel, motel, airline, cosmetic, personal care, food, pharmaceutical, advertising and sales promotional industries. It has outgrown four factories and is now in its fifth Auckland premise, a \$6.5 million, 50,000 square foot, MAF-approved, purpose-built facility with 57 packaging machines.

In addition to New Zealand, Health Pak manufactures and packages products to Australia, the Pacific Islands, United Arab Emirates, Singapore, UK, Italy, Greece and the United States. It even exports sugar and salt to Yemen.