



Media Release

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### ***NATIONWIDE SEARCH REUNITES 100 YEARS OF MASPORT***

Iconic Kiwi company Masport has launched a nationwide search for former employees to join in the celebrations for the company's centenary birthday this year.

Masport, New Zealand's favourite provider of outdoor power equipment, is marking 100 successful years of service with a Centenary Staff Reunion and a special book to commemorate the company's long history.

Recent Masport figures show that one in every 230 Aucklanders in the past 100 years have worked at Masport.

The Centenary Staff Reunion will be held November 28<sup>th</sup> in Auckland, just days before Masport's official 100<sup>th</sup> birthday on December 1<sup>st</sup>.

The first draft of the commemorative book, due to be completed in time for this auspicious event, is nearing completion and Masport are seeking any contributions of memorabilia to help convey the Masport story.

Company newsletters and photographs of particular events or Christmas parties, especially those from between 1990-2010, are of particular interest.

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With a long and eventful history to be proud of, Masport has evolved from manufacturing World War two grenades to creating New Zealand's first fridge and lawnmower.

The General Manager for Masport Steve Hughes says the company is excited to have reached this milestone and looks forward to paying homage to the staff that helped make it possible.

"The Masport story in New Zealand is a remarkable one, given the dramatic changes that have occurred in the past 100 years.

"We are fortunate to be here at all, let alone leading the market but it wouldn't have been possible without 100 years of wonderful staff," says Hughes.

Dedicated employee Gordon Boswell is testament to the loyalty and commitment of Masport's staff. With nearly 56 years of service to his name, Boswell, 82, was employed in the drawing and design office in 1953 and is responsible for hundreds of Masport's innovative designs.

"Masport has weathered recessions and times of economic uncertainty but the ability to consistently provide quality products that meet the needs of its consumers has culminated in reaching these hundred year celebrations," says Boswell.

Masport was initially founded by Kiwi engineer and entrepreneur Reuben Porter. One of the first products he patented was a valve mechanism for milking machines, revolutionising the industry.

Porter created Masport alongside fellow engineers Harold Mason and Edwin Jones and quickly established a reputation for quality engineering work – a foundation which is still adhered to today.

For more information contact Masport or visit [www.masport100years.com](http://www.masport100years.com)

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