



## North Harbour News Friday 16/09/2011

Page: 7  
Section: General News  
Region: Auckland, NZ  
Circulation: 69797  
Type: Suburban  
Size: 95.26 sq.cms.



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# Masport story

A new book celebrating the rich history of iconic Kiwi company Masport has been launched, cataloguing the first 100 years of the proud New Zealand brand.

From Masport's humble beginnings in 1910 as a small engineering firm based in Auckland to the creation of its first mower in 1929 and later the manufacture of World War II grenades and military equipment – each historical achievement has been recorded and illustrated with original photographs.

The book includes anecdotes from past and present day staff including insights from David Porter, grandson of Masport's founder Rueben Porter.

The historical Masport story is peppered with first-hand accounts of company life and the friendships and camaraderie that grew alongside the company's technological innovations.

Anecdotes include detailed recollections of the regular Saturday night dances held for workers in the lunchroom during the 1940s.

It was current general manager Steve Hughes'

idea to document the Masport story in Masport - 100 Years in the Making.

"I had been reading about an American company with a proud pioneering history in the field of technology. I began to realise that Masport had a story equally worthy of being told," Hughes says.

Hughes says even he

was surprised by the richness of the material and the unique and inspiring stories that unfolded including the background to creating Masport's first mower.

■ Masport - 100 Years in the Making (Allnatt, Masport Ltd) is available from [www.Masport.co.nz](http://www.Masport.co.nz) and Whitcoulls stores nationwide.