

THE WEEKEND LIFESTYLER

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BY PROFESSIONALS IN YOUR COMMUNITY NOT “EXPERTS” ONLINE

Honouring a life well lived.

At Morris & Morris our focus has always been at providing a funeral that honours the life of the loved one that has passed away.

It is important to us that we keep providing our community with the ability to say goodbye in a manner that is representative of the loved one that has passed away.

As qualified Funeral Directors we know that not having a proper goodbye can have severe implications for the family members who are left behind. Giving family members the opportunity to honour the life that was lived, not only encourages but delivers on healthy grieving.



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Inspiring business innovation

Local entrepreneurs are being encouraged to enter the Innovation category of the NorthChamber Northland Business Excellence Awards.



▲ Extrutec Ltd's Joe and Theunie Wiid with Northland Inc's David Templeton when they won the 2018 NorthChamber Northland Business Excellence Awards Innovation category

“It is exciting to be involved with Northland’s Regional Economic Development Agency, with Northland Inc, sponsoring the Innovate Northland category in the awards,” says Northland Inc’s Business Innovation Growth team leader Sophie Wiltshier.

“The awards are for aspirations of excellence, but it’s not necessarily about excellence right now.

“I want to encourage Northland business owners to think about applying for the Innovate Northland Award.

“It is a fantastic opportunity to benchmark your business and get

the awards is to “just give it a go, it’s not just about winning.

“When we entered the awards, we received really good feedback on our financials and forecasting, which was exactly what we were hoping for.

“What we weren’t expecting was the feedback suggesting we were completely underestimating the potential sales we could have from the product we had developed. This definitely encouraged us to think bigger about our plans going forward.

“We had already made a strategic shift within our business to manufacturing

compostable bio twine products, which can be converted to compost. We had a new product that we had developed and had a buyer, but we used the awards process and the judges’ feedback to further test the concept of our product.

“We essentially treated it as part of our market research. The other benefit that came about from winning the Innovate Northland category was getting greater visibility for our products.

“We had a number of articles published in various media, and it opened up conversations that would have been much harder without the awards. No innovation happens without collaboration.

“As we all know, conversations are almost always the starting point for collaborations.”

The awards are proudly powered by principal sponsors and Northland’s locally owned electricity lines companies Northpower and Top Energy NZ.

To enter for the awards, go to bit.ly/3x4LfAj. Entries close on July 30. ■

“We took the advice to heart, tested our concept more”

“We are looking forward to seeing all of the innovative ideas coming out of Te Tai Tokerau right now.”

Winners of the Innovation category in 2018 Marsden Point’s Extrutec Ltd founders Theunie and Joe Wiid say success in the awards have been a catalyst in business growth.

“It is thanks to judges suggesting we were underestimating our potential sales that led to a change of mindset,” they say.

“We took the advice to heart, tested our concept more, increased market research and landed plenty of media exposure, which assisted in marketing our business offering.”

Theunie’s main piece of advice for anyone thinking of entering



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