



**For immediate release**

## **Company leader in international business joins Wellington Board**

**AUCKLAND, 4 March 2010:** Wellington Drive Technologies announced today that it has appointed Tony Nowell, a highly experienced company leader in major New Zealand and international businesses, as a new director to its Board.

Deputy Chair of Leadership New Zealand, Mr Nowell was formerly Chief Executive of Zespri New Zealand Ltd, the world's largest exporter of kiwifruit, and prior to that was Managing Director at Griffin's Foods Limited. With a background in international food and consumer products and building New Zealand business export capability, he joins Wellington as the company has reported 54% growth in sales of its high-efficiency electric motors and is focused on developing significant further opportunities in large global markets, Dr Rick Boven, Wellington's Chairman, said.

Dr Boven said the company was extremely pleased to have such a highly experienced new director joining them. "Tony brings proven strengths in innovation and export and in leading highly successful companies in competitive international markets. He is a valuable addition to our Board as we focus on capitalising on the opportunities the company has built up in selling motors to our customers who for the most part are leading global firms now switching to new generation energy-efficient motors," he said.

Mr Nowell said this was an exciting time to be joining Wellington, with the company achieving rapid sales growth and a continuing strong sales outlook also identified for the future. "The most attractive thing for me has been the scale of the opportunity Wellington has established," he said. "There just aren't that many New Zealand companies that have built up from the beginning to be fully global businesses in the way that Wellington has done."



Over the past decade, Wellington has established itself as a leader in manufacturing and selling electronically commutated (EC) motors that require only one third the power of conventional rivals to do the same work. It is meeting increasingly large orders based on the cost and technology advantages offered by its motors from customers it has worked closely with over this time.

In 2009 Wellington manufactured and sold over 600,000 motors, predominantly to very large firms in North America and Europe. Alongside strong overall sales growth, sales of its motors to the commercial refrigeration sector, principally for soft drink bottle coolers and supermarket refrigerated display cabinets, rose 105% during the last year.

Mr Nowell is a Trustee of Asia:NZ and the Founding Director of Valadenz, a trade and investment growth vehicle offering a best practice development platform for exporters. Other roles he has held include:

- Regional Vice President of Sara Lee Asia
- Managing Director of L'Oreal Indonesia, and Operations Manager of L'Oreal New Zealand
- Immediate Past Chair of the ASEAN New Zealand Combined Business Council

Wellington's recently released 2009 Annual Report is available at its website, [www.wdtl.com](http://www.wdtl.com)

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Ron Jackson  
Company Secretary  
Phone: +64 9 414 9254  
Mobile: +64 27 6111013  
Email: [ron.jackson@wdtl.com](mailto:ron.jackson@wdtl.com)