

Werner hands over the reins

Company news release

In May 2012, Heiniger Limited farewelled its long-serving managing director, Werner Heiniger. After an illustrious 38-year career, Werner stepped aside for son Daniel to take charge of the company.

Respected by those who worked alongside him, Werner was a great business man but, more importantly, a family man and role model to many.

Werner's uncle Hermann Heiniger first founded Heiniger Limited in 1946, fast establishing itself as a quality producer of products and services to the agricultural industry. In 1965 the company manufactured its first electric animal clippers and sheep shearing machines. Entering the company in 1974, Werner played an integral role in Heiniger's evolution, today recognised as the global leader in design, production and distribution of shearing and clipping equipment.

In 1983 Werner became managing director, leading the company with countless achievements including the foundation of daughter companies Heiniger Australia (1981) and Heiniger New Zealand (2002). Conquering the Australasian shearing industry and its demand for quality equipment, Heiniger Australia continued to build product diversity with the acquisition of Elastrator Pty Ltd (1995), TPW Ltd (2000) and Chemical Recovery Company Pty Ltd, now known as Heiniger Home and Garden Care Pty Ltd (2005).



Werner Heiniger (left) and son Daniel, who has taken over as Heiniger's new managing director.


Werner was always committed to maintaining high standards of safety and quality. Innovation combining safety was the challenge given to Heiniger's extensive technical team when faced with the challenge of reducing time lost to accidents involving shearing equipment – this resulted in the creation of the Evo Shearing plant, the world's first with a safety cut-out switch. The product has received several award recognitions from Australian government agencies for its contribution to shearer safety.

In 2003 Werner introduced robot manufacturing, allowing Heiniger to produce combs and cutters with a precise uniformity backed up by quality control procedures. Recognising potential in a new market, Heiniger released its first professional small animal clipper. The Saphir clipper released in 2008 quickly developed a reputation for quality and is now one of the preferred choices for professional groomers around the world. To account for this rapid growth and growing product range a new state of the art Heiniger production facility was opened in 2010.

Daniel started with the company in 2006. After spending his early years studying and travelling the world, and with the support of his young family, he now looks forward to stepping into his father's shoes. He has already excelled in the company earning the respect of his colleagues and upholding the same morally astute standards shared by Werner, who will be long remembered for his humble demeanour and the values with which he built the company into the successful powerhouse it is today.

The company will continue to move forward with the Heiniger team dedicated to research, development and innovation. All around the globe animals are being shorn or clipped using Heiniger equipment as testament to the vision and hard work of one Werner Heiniger and the professional team he assembled.

Werner has accepted the position of non-executive Chairman of Heiniger Limited. In his retirement he hopes to partake in some overseas travel and enjoy some quality time with his grandchildren.




Celebrating 150 Years

Compete for showing success against the best of the best at New Zealand's largest A&P Show. Over \$10,000 in Shearing/Woolhandling prize money up for grabs and concessions for travelling exhibitors. Plus, this year we are celebrating the 150th Canterbury A&P Show, it's a year not to be missed!

**SHEARING/WOOLHANDLING ENTRIES CLOSE
FRIDAY 26 OCTOBER 2012** (cut off to receive tickets)

Wednesday 14
to Friday 16,
November 2012

PH 03 343 3033
info@theshow.co.nz
www.theshow.co.nz



Christchurch, New Zealand

www.facebook.com/CanterburyA.PShow