

Aeromarsters service and delivery highly rated

SINCE beginning operations in August of 2010, Aeromarsters has steadily acquired a wide range of specialist aviation distributorships, built up a solid customer base, and according to a recently commissioned independent survey, has a growing reputation for delivering great service. Aeromarsters Director Bernie Diver says that having commissioned the survey to gain feedback from existing and potential clients on their perception of the company and its strengths and weaknesses, they were delighted to be especially highly rated for service and delivery, these being key aspects of the company's strategy. (Quoted on the Aeromarsters website from inception has been an objective to supply a new level of service in the provision of aviation spares support, ground equipment support and maintenance management to the NZ aviation industry.)



HeliCarriers such as that used by Auckland Rescue Helicopter Trust will be on display with Aeromarsters on Stands 1, 2, 3 & 4 at Aviation Week.

Expansion and new Distributorships

With the number of products and service options represented by Aeromarsters expanding steadily, General Manager Tony Marsters says he is pleased to announce that Barry Cardno has now joined the team. As a former ag. pilot, aviation author, and qualified in logistics and freight forwarding, Barry's name will be familiar to many in the industry already. Barry is also qualified as a Maintenance Controller, as is Tony, who in addition has recently completed a Basic Turbine Knowledge course.

- Aeromarster's now represent and distribute products for:
- IMS Helicopter Equipment (Aeromarsters are the global IMS distributors), including Cloud Burst fire buckets, Aquadam water dams, Ground Effect spreading buckets, Heli Skip, Heli Swivel, Heli Compressors, Multi-hook Carousels, Long lines, Loading systems and more.

- Simplex Helicopter Equipment, including Fire Attack systems, Hydrofoam Cannons, Powerline wash systems, Spray systems and Fire lighting systems.
- Heli Tow Cart systems including, HeliCarriers, HeliTow Carts, Ground handling wheels, and more.
- Donaldson Filtration Solutions for Bell, MD, Agusta Westland, and Eurocopter helicopters.
- BBA Aviation, for servicing of Rolls Royce 250, and P&W PT6 turbine engines.
- Redbox Systems, including Power, Moving and Lifting equipment, and Search and Inspection systems. Aeromarsters have recently also been appointed as a Redbox service centre.

Further distributorships are in the process of being developed and added, and Tony welcomes enquiries from operators who have particular requirements or products they would like to see represented here in NZ.

Aeromarsters at AIA

Having won the award for best stand at last years AIA trade expo, Aeromarsters is planning an even more extensive display for the Rotorua event this year. Five companies will be joining Aeromarsters at the expo, with representatives available to meet with customers and directly answer enquiries. These are IMS, Simplex, HeliTow Cart, Donaldson and BBA Aviation. Equipment on display and available for demonstration will include IMS fire buckets, ground effect spreaders, and longlines, MD500 AFS filtration systems, a variety of Redbox product, a HeliCarrier, as well as a range of overhaul components and rotatable exchange items for Bell and Eurocopter helicopters.

Aeromarsters will also be launching a new Ag-Right programme for PT6 turbines during AIA Aviation Week.

Meet with us on Trade Stands 1, 2, 3 & 4 at Aviation Week

We look forward to seeing you there



Aeromarsters is proud to represent and distribute products for these leading aviation companies.

Marketplace Feedback

Bernie says that Aeromarsters has had a very successful first two years, positioning itself in the marketplace to create positive change for the benefit of all participants. The aviation community in New Zealand is small and barriers to entry can be high for newcomers, with potential customers likely to adopt a cautious wait and see approach towards the new arrival. Competitive reactions from incumbent suppliers also have an effect. Overcoming such barriers requires steadily building a reputation that attracts new business, thus also ensuring that the positive market changes remain sustainable.

To ensure customer needs were fully understood, and to further develop their strategy and service offering, Aeromarsters recently commissioned an independent survey to test marketplace perception of the company. Bernie explains; "It's about best meeting our customer's needs and also about knowing how we are being perceived - now that we are established, supported with very strong distributor relationships, and delivering to many satisfied customers."

The survey was by telephone interview, providing for personal discussions with the many respondent companies. Results were very positive, showing the satisfaction of existing customers and also highlighting the aforementioned wait and see approach of others. Tony says that a few teething problems were identified which have already been rectified. He was of course very pleased with the acknowledgement that several survey respondents gave to how hard Aeromarsters was working to acquire and support new business - with comments such as "goes the extra mile" and "great to deal with" appearing on the feedback sheets. From the many companies who responded, Aeromarsters average score was 86 out of 100 for service and 82 for delivery - so Bernie, Tony and Barry can take some confidence that the company's reputation will continue to grow positively.

New Aero-Flex Leasing

The latest concept to be added to the Aeromarsters service offering is an innovative leasing solution. Aero-Flex is a fully flexible leasing option intended to allow operators to redirect capital away from assets that while necessary for the business, are not directly involved in producing revenue. During the lease, Aero-Flex provides an ability to return equipment early or keep it for longer, then at the end of the term, operators can choose to continue to rent, upgrade, return, or purchase the leased item.

For more information

Visit the Aeromarsters stand at Aviation Week, or contact Tony Marsters at Aeromarsters on 09 636 6840 or 021 298 5750, email: tony.marsters@ aeromarsters.co.nz www.aeromarsters.co.nz



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