

# All new look for Electra

After starting out life as the Horowhenua Electric Power Board in 1922 and rebranding as Electra in 1994, we're delighted to reveal our new brand image after 20 years. With your help, we have grown over the past 20 years - and more - into a dynamic and successful organisation which has been able to contribute back to the community it serves, in a variety of ways. We hope you, our customers and owners, agree that our new logo and branding presents a much more accurate impression of the contemporary and vital business we have become. But perhaps more importantly, we think it reflects the critical nature of what we do - we keep the power on.



"I'm delighted with our new branding, not just because it makes us more visible, but because it more accurately says who we are - an essential and dynamic service. That electricity network companies can be rated as essential service suppliers alongside police, fire and ambulance, was highlighted after the Christchurch earthquakes. There's not much you can do these days without electricity - hospitals, telephone networks, water supply, there are so many critical services that are redundant without it. And that's why you'll see Electra people out in the worst of the weather, keeping the power on. We think our rebranding not only recognizes that fact, but also makes our people safer."

John Yeoman, Electra CEO



## Electra Business Forum

A Business Forum with a difference is being held tomorrow, Tuesday 9 April. The Forum of local business leaders is being funded and backed by Electra. "We want this Forum to be the catalyst for making a real difference for Horowhenua and Kapiti," says Electra Chief Executive John Yeoman. The day-long forum features prominent business speakers including international business journalist Rod Oram, Business New Zealand Chief Executive Phil O'Reilly and Todd Property Group's (Paraparaumu Airport developer) Sir Noel Robinson. The forum will provide attendees with the chance to identify the additional "ingredients" that are needed for existing businesses to grow and to attract new ones.



"As a prominent and leading business in the region, we think it's important that we should look like one. When you live with your brand every single day, you don't really notice that it might be getting a little jaded. I think the new logo and brand do a much better job of describing who we are. It's not just about how our customers, who are also our owners, perceive us, it's also about the example we set to other businesses. We have a certain responsibility to set a standard that inspires others to achieve success."

Patricia McKelvey, Electra Chair.



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# Electra

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Electra owns and operates the electricity network throughout Kapiti and Horowhenua. Our owner is the Electra Trust. Electra's Trust ownership ensures that we deliver an annual electricity sales discount to all consumers connected to our network.

**For further information: [www.electra.co.nz](http://www.electra.co.nz) [www.electratrust.co.nz](http://www.electratrust.co.nz)**