



New look for Patton.

Patton Refrigeration which was established in 1974, has recently gone through a rebranding exercise to bring its name and positioning more in line with the sectors it serves now & also the extensive range of products & services it now offers.

The new name, Patton, with the word “refrigeration” dropped, reflects where the company has moved to over the past 35 years, says CEO, Sameer Handa. “At the start of the company the main business was the supply of high quality well known brands for mainly commercial refrigeration sector. Today our offering not only includes this sector but has grown to include air-conditioning, industrial refrigeration and mechanical services as well”. As a result the old company name and position did not do it justice.

We needed to communicate our complete new offering and our new position more clearly to reflect the current nature of our business. The new name Patton also endorses our “Patton” logo and fits in closely with our overall branding. The “refrigeration::hvac” reflects our position correctly.

“The sales organization in NZ was restructured five years ago into Business Units - namely Refrigeration, Air-conditioning, and Mechanical Systems & Industrial allowing each unit to focus on specific markets and products, but with an emphasis on cross selling” says General Manager Philip Hitchins who has been with the company for a long time & has seen a few changes over the years.

Patton has also expanded its operations’ globally over the last few years. Currently we have 5 outlets & 2 Joint ventures in Australia besides 9 outlets nationwide in NZ. Patton set up a joint venture manufacturing operation in Thailand in 2007 under the name “Patton Aero”. The sales office in Thailand looks after the whole of South East Asia markets. Patton also set up a base in India last year with offices in Delhi & Chennai to capture a part of massive growth projected in “refrigeration::hvac” segment of the market.

“We now have about 70 staff in NZ, 30 in Australia & 25 in Thailand & India to look after the customers in respective markets” says CEO, Sameer Handa. To augment our name change and expanded business operation we have just launched a new website to reflect the new look

www.pattonnz.com

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