

THE SILVER BULLET

BY ROAD, BY RAIL, BY SEA. WE DELIVER



Left to Right: David Bone, Chairman; Hon. Gerry Brownlee; Garry Madill, Director & Owner; Alan Pearson, CEO

Christchurch Opening

Hall's new Christchurch facility was officially opened by the Hon. Gerry Brownlee on Tuesday 7th August 2012. In front of staff, Hall's Board members, customers and other invited guests the Minister declared the building open.

The function was described as being very successful by Hall's CEO Alan Pearson who commented that despite the very sad backdrop announcement of two New Zealand soldiers being killed in Afghanistan, the opening of our building was a very proud day for Hall's. The building is seen as a dedication to our Christchurch staff, many of whom have been with Hall's for a number of years and who were magnificent during the earthquakes.

When asked about the story surrounding the building Mr Pearson replied "The Board endorsed managements recommendation 3 years ago that a single site should be developed to replace the previous two [cont. pg 3]"

IN THIS ISSUE

Christchurch Opening1
From the CEO's Desk2



Everest Treks5
Guessing Competition5
Rail6
Benefits of Rail7
Easy Logistics9
Obituary: Gossy Tane9
Quick Quiz10
Hall's Staff11
Hall's Directory12



FROM THE CEO'S DESK

ALAN PEARSON
CHIEF EXECUTIVE

"Retailers... are also competing directly with offshore businesses who are capable of selling directly to New Zealand consumers through the internet..."

The overall international economic situation has not improved from when I last wrote and it is doubtful that this will change dramatically over the next several years. Low growth and interest rates should be the new norm as countries battle with the lack of consumer confidence, conservative spending policies within companies and huge Government debt. The boom years of the early 2000 – 2007 period was a mirage fuelled by easy credit aided by bank bonus incentives that rewarded individuals for deals that can only be described in some quarters as being reckless. This false economic boom is now being paid for and we in New Zealand also suffer as our exchange rate is now strong against the US and Euro economies.

Normally importers and travellers would be delighted by the strong kiwi dollar and I believe this is still the case however today the importer is evermore becoming the direct consumer. Mums and Dads and everyone else are buying directly offshore via the internet and courier companies such as Freightways are enjoying solid business. In the last Silver Bullet I highlighted this shopping trend and its avoidance of GST and speculated that this could not continue. It was interesting to hear that the Hon. Peter Dunne stated it was difficult to implement any policy or procedure to apply GST to imported goods purchased via the internet, viz. meaning that the GST free buying via the internet will continue.

This phenomena raises some very interesting questions about how society may change. Retailers are already reeling from reduced purchasing caused by family budget cuts. Now they are also competing directly with offshore businesses who are capable of selling directly to New Zealand consumers through the internet and also with the added benefit of no 15% GST to contend.

This poses the question on how do local retailers compete? Expensive shop leases add to their overhead costs as does the relative high wage cost for shop assistants (compared to overseas wage rates). I speculate that this will cause some traditional retailers to look for new distribution models and possibly adopt "if you can't beat them then join them" approach. What types of products and services will lend themselves to this model is debatable, however products that are characterised by not requiring physical inspection before purchase is one broad group that springs to mind. We have seen this through the success of Pumpkin Patch for babies and children clothes and more recently the rise in men's fashion items imported direct from London and New York.

In addition to retail items, cars, boats and other physical items are also being purchased via the internet as people enjoy favourable experiences dealing with reputable brands. It is hard to see this changing but actually growing and therefore having a negative effect on the number of retail outlets. There may come a time when retail shops charge people to enter stores and the once free social entertainment of "shopping" becomes an entertainment that is paid for.

Whether this prediction unfolds or not is debatable. What is not debatable is the speed of change within our society due to technology developments.

At Hall's we are forever reviewing, assessing and determining the commercial benefits of new and emerging technologies. I believe over the years Hall's has demonstrated a leadership role in embracing technology not only through our modern truck and trailer fleet, but also our rail intermodal units, DriveCam, Cooltrax technology, RF scanners, IT platform and more recently the Christchurch depot.

This philosophy will continue into the future. To this end, I, along with Grant Madill and Craig Madill, will attend the International Truck Show at Hannover, Germany in order to review emerging technologies that may be beneficial to Hall's and our customers. The areas of interest, other than our traditional truck and trailer focus, will be safety related technologies, environmental enhancement technologies, TMS, WMS, in truck technologies, truck wash equipment and intermodal rail developments.

The show highlights will be discussed in the next Silver Bullet issue.

Alan Pearson, Chief Executive Officer

Old Lunn's Road Depot



Old Branston Street Depot



Old Branston Street Depot



site arrangement at Lunn's Road and Branston Street. The initial search was completed by Hall's, however it became apparent to our Property adviser Mark Synnott from Colliers that a full RFP should be conducted. Colliers Garry Sear led this RFP process and out of this the Davies Family through their company Trojan were the successful tender. They in turn engaged Arrow Construction and Peter Swan Architects to complete the design and build.

Over the past two years Hall's executives Grant Madill, Andrew Williamson, Christine Madill and John Compton worked closely with Trojan and Arrow to design and develop the building. Mr Pearson made the comments that these managers and Mike Davies (Trojan), Malcolm Powell (Arrow), Gordon Lindsay (Peter Swan) were the people who created what is today's building.

When asked by the Silver Bullet was there any Project creep, Mr Pearson smiled and said "of course." The land crept from 14,500 m² to 18,000 m², freezer capacity grew, on-site security technology was added, new office furniture included, state of the art LED lights that reduce power use were installed and the docks and doors are better than originally planned. He added that there was not one addition that is regretted and it has led to the state of art building we see today.

At the opening ceremony guests were invited to tour the facility and all commented that the facility is an improvement on the previous facilities which will delight customers.



New Christchurch Depot with flag at half mast for soldiers killed in Afghanistan.



Guests being led on tour of new depot.



Top Left: Grant Madill, General Manager - Operations. **Top Right:** Peter Lavea, Auckland Warehouse Manager; Blair Murphy - Operations Manager Christchurch.

Bottom Left: Christine Madill, Administration Manager; Tracey Kay, National HR Manager; John Compton, Q&A Manager; Craig Madill, General Manager - Strategy & Resources; Stew Nolan, Silver Fern Farms.



Top Row: Inside ELA Christchurch.

Second Row, Left: Garry Madill, Director and Owner; Alan Pearson, CEO; Hon. Gerry Brownlee; David Bone, Chairman. **Middle:** Courtney Henderson, Lauren Daniels; Christchurch Administration **Right:** David Bone, Chairman; Mark Bellas, Director; Garry Madill, Director and Owner; Paul Cornell, Director.

Third Row, Left: Hon. Gerry Brownlee. **Right:** John Austin, Progressive; Denver Galloway, Progressive; Paul Connell, Director.

Bottom Right: Back Row: Brian McKechnie, General Manager Business Development; Tracey Kay, National HR Manager; Christine Madill, Administration Manager, Craig Madill, General Manager - Strategy & Resources; Andrew Williamson, CFO. Front Row: Grant Madill, General Manager Operations; Mark Bellas, Director; Garry Madill, Director and Owner; David Bone, Chairman; Alan Pearson, CEO, Paul Connell, Director.

Everest Treks

Youth to Everest April 2013 A Walking, Cultural and Ecological Adventure.



You will remember, last year we launched the Hall's Youth to Everest Scholarship whereby a child of a Hall's employee was given the wonderful opportunity to participate in Everest Treks Youth to Everest expedition. The worthy recipient of this was Tom Watson of Wanganui and he completed his expedition in April this year.

We are very pleased to announce we are offering this opportunity again for the trip scheduled for April 2013. The Everest Treks Youth to Everest Program is a 16 day walking and cultural adventure to the Everest Region of Nepal, and is undertaken in the April School holidays. Youth to Everest offers a unique insight into the daily life of Sherpa people and the group integrate with the local

communities through involvement in specific projects. The projects, such as forest conservation and regeneration, which the children get involved in while in the Everest region have distinct ecological and environmental value for the Everest Region which Hall's strongly support.

The application is open to children, aged 15-18, of Hall's employees who have been permanent full-time employees for a continuous period of 18 months or more and who will still be employed with one of the Hall's group of companies when the trip commences in April 2013. In the case of QSR, if you have had 18 month's continuous employment at that company you will meet the criteria. The child must be attending a secondary School at the time the trip commences.

This is an opportunity of a life time and trekking at altitude is demanding so a good level of fitness is required this means being capable of walking for four hours over varied terrain without feeling unduly fatigued. The Everest Treks Youth to Everest leadership team consists of a group leader, a registered nurse (both from New Zealand), and two Sherpa guides. They have a significant trek safety and management program and the Youth to Everest treks is endorsed by many schools throughout New Zealand.

The cost of the trip will be funded by Hall's and includes international air flights, all airport departure taxes, all accommodation, all meals, sightseeing tour in Kathmandu, internal flight to Lukla and return, kit bag and travel insurance. Costs excluded are vaccinations; appropriate clothing and footwear, domestic travel to and from Auckland, laundry costs, phone, soft drinks/snack food and any personal spending money.

The final decision as to whom is selected will be made by a small panel including again John Gully, the founder of Everest Treks. The successful child would be required to write an article for the "Silver Bullet" recounting their adventure and detailing what they gained personally from the trip.

Further information will come out on the 1st of October with applications closing 5th November and interviews being held mid-November.

Alan Pearson

CEO



Guessing Competition

Where was this photo taken?

Send your answer to gayleen@halls.co.nz by Friday 19 October 2012. All correct entries will go in the draw to win a movie family pass for 5.

Congratulations to **Stuart Brooks**, from Canpac International Ltd, who was the winner of the guessing competition. The correct answer was the Kaimai Ranges.



Rail

There has been recent adverse publicity about KiwiRail that the editor finds a bit mischievous and simply fails to inform the reader about the true situation with KiwiRail. KiwiRail in its former pre-Toll ownership structure was less than ideal with high trading losses, poor service, a lack of direction and simply no foreseeable future. Over the past decade the service has improved tremendously.

In the media there have been recent negative stories concerning (a) the tracks being in poor condition (b) industrial unrest (c) problems with the new Chinese trains (d) other items that collectively portray KiwiRail as being off the tracks (excuse the pun). We at Hall's do not see the situation this way and we certainly think that both major political parties should cease using KiwiRail as a political football in order to score cheap points and actually collaborate in dealing with this national strategic asset. Labour purchased KiwiRail from Toll Australia for a high price and against some commercial advice and now has the hypocrisy to now stand on the side-lines and throw hand-grenades. National inherited the SOE and has chosen to develop and enhance it; which begs the question how far apart are the two parties really? Add to this the support KiwiRail receives from the Greens and Maori Party this leaves Act as the only political party of any presence who does not believe in a vibrant rail freight capability within New Zealand.

In addition to the political under-current KiwiRail also has to contend with incorrect facts fed to the public by the media. For the record Toll did not ever own the tracks and the land they sit upon as these have always been owned by the Government and therefore all New Zealand citizens. Therefore the condition of the tracks, tunnels, bridges and all rail sites have been and remain our collective responsibility through Government. Fact two the investment in track upgrades has been higher over the past few years than past history and we are starting to see improvement in service and reliability. Fact three, if KiwiRail was not in existence there would be a significant increase of trucks on the road and quite simply this would make prevailing traffic conditions, road repair and other flow on effects worse. Fact four, Despite Hall's huge investment in modern Euro 4 and 5+ trucks we will not compete with the carbon footprint of rail, as rail is about 4 times more efficient than road in terms of diesel burn per tonne shipped per kilometre.

Whether we agreed or disagreed with the past Labour decision; which has also been accepted and therefore endorsed by National, to join the Kyoto protocol we are now committed to its objectives. New Zealand has signed up for the Kyoto protocol on Greenhouse emissions and we now have major carbon reduction targets to meet, otherwise we start paying penalties. Rail shifts large volumes of product every day including coal, timber, steel, containers of milk powder, other containers and of course reefer boxes full of temperature controlled food. If rail were to close, we as a country, would have to invest in 3,625 additional trucks and trailers costing \$2 billion in order to compensate for what rail ships. There would also be an increase in expenditure on roads, further traffic delays and we would go backwards in terms of our carbon reduction targets. Furthermore, given the current chronic shortage of truck drivers in New Zealand it may be impossible to make up the rail volumes of 72,500 tonnes per day.

Government and opposition have to start thinking strategically by taking a 20 year horizon on what is in the best interests of New Zealand. What ever direction we head has to have general philosophical support by both the major parties so that we avoid the constant stop/start approach that currently prevails. New Zealand is a major trading nation and we will need to maintain this. Having a solid rail network is a cornerstone asset to our export ability for physical commodities.

Hall's supports a commercially focussed rail service for freight as it complements our existing truck and trailer fleet. As we say in Hall's "At temperature, on time, any weight, anywhere by Road, by Rail, by Sea."

Benefits of Rail

On average rail is three to four times more energy efficient than transportation by road.

Rail track is predominantly constructed from materials that can be reused or recycled including the steel rails, ballast, sleepers and other track components.

Rail track components have a long life span of around 40 years before requiring replacement while the locomotives and wagons have a life span of 20 to 40 years.

Rail contributes to fewer vehicles on the road, so less congestion, less local air pollution and less accidents.

Rail accounts for less than 1% of New Zealand's total greenhouse gas emissions.

The latest locomotives being added to KiwiRail's fleet meet EU III emission standards.

Rail locomotives and wagons are constructed mainly of recyclable steel.



Rail is an efficient use of land carrying a significant volume of freight within a narrow corridor.

Texas Visit



Hall's executives Grant Madill, Alan Pearson and Craig Madill join their host Tony Smith (3rd from left standing) in the Southern Refrigerated Transport (based in Texarkana, Texas) Boardroom along with Greg Robinson (2nd from left standing) Vice-President Sales Daimler USA to begin benchmark discussions.

Foundation for Youth Development

Hall's has announced they have partnered with the "Foundation for Youth Development" in order to assist the charity in reaching its objectives of assisting youth transition from School to either further education or to have a career pathway. Hall's CEO Alan Pearson stated that "Halls is acutely aware of our corporate responsibility in assisting charities and as such we have supported a range of charities over many years. In 2008 when things were tight for everyone we chose to rationalise our charitable support and focus our donation budget on those charities which Hall's believed were better aligned with Hall's objectives. At the time we believed that a return to the basics was important, hence focused on those charities addressing food, shelter and health for New Zealanders. Since then we have expanded our objectives to also include other charities focused on youth development as we take a longer term view of what is important for New Zealanders" (see separate article on Youth for Everest).

Graeme Dingle, who is the co-Founder and Executive Trustee for FYD, approached Hall's some months ago and expressed a desire to have Hall's participate in their South Auckland school program pilot. The charity is about creating a future for our children by inspiring youth to pursue vocations and careers. The Silver Bullet asked Mr Pearson why this appealed to Hall's more than dozens of other charitable objectives and his reply was "Hall's is located in South Auckland and across other NZ locations that house schools that have a history of lower University entrance participation. In a past life I was Chairman of YouthSkills NZ which advocated and promoted the trades as offering a bright career choice for our young people and I still passionately believe in this. I don't believe University is for everyone and some of New Zealand's most successful businessmen started life in a trade. When I arrived at Hall's it was evident that although we have some of the more traditional trades in our workshops we also have a highly skilled group of people called Drivers and Forklift operators who have developed a career that can take them around the world, yet it is not popular with our youth. There is currently a huge shortage of drivers, yet young people don't see driving as a career despite the benefits attached to this vocation being huge. Professional drivers are in demand in New Zealand, Australia and the USA. We have an ageing driver work force and we need people to re-look at driving as a career. The Foundation for Youth Development is about getting young people to think positively about alternate career choices and avoid becoming a youth unemployment statistic. We, at Hall's, believe in this objective from both a community contribution perspective and also for our own future needs".

The FYD program has partnered with local schools and Hall's has participated at Manurewa High School Ready 4 Work Program that FYD are piloting. The feedback, from Tracey Kay, Hall's National Human Resources Manager is that the program is an invigorating and rewarding experience where business and education come together and share the dreams and goals of young people as they emerge from the school system into adult work life. As Mr Pearson stated "Halls wants to be part of this very positive path".



On the 30th June 2012 Hall's acquired all the remaining shares of Easy Logistics from the Goodfellow Family group of companies thus promoting Easy Logistics to be a full Division of the Hall's Group of companies. Easy Logistics is a cold and ambient storage business located in East Tamaki housing several storage buildings capable of storing 12,000 pallets of ambient, 7,000 pallets of frozen and 3,500 pallet of chilled product. It has a complete logistics supply capability with storage, devanning, picking, packing and the organisation of 3rd party transport for its customers. The business was previously owned by the Goodfellow family through their Easy Factors business.

In August 2010 Hall's acquired 51% ownership from Easy Factors and established a partnership with the Goodfellow family to run the business over the past 2 years. The Silver Bullet asked Hall's CEO Alan Pearson what was the background to the purchase and his reply was " Hall's through its strategic planning process in 2009 identified the opportunity for Hall's to leverage its strengths and broaden our presence into the 3rd party cold storage industry. Hall's at that stage had operated several cold stores for a few decades, however at a smaller scale and sized for transshipping purposes. We [Hall's] felt that we had the relevant skills and competencies in cold storage and had the national grid and network on road and rail to complement a cold storage business hence we investigated our options of building a greenfield site or investing in an existing player. Easy Logistics emerged out of this process and as they say the rest is history."

Over the past two years Easy Logistics were under the governance of a newly formed joint Board consisting of people from Hall's and Goodfellow Groups. Mr Pearson stated that "the Board works very well together. Hall's will grow its cold storage capacity and effectively has commenced this process through the opening of our new Christchurch depot [see separate story in the Silver Bullet]. Hall's has national capability and coverage in cold transport and our aim is to have a suitably sized cold storage capability to compliment this."



Obituary

Kahotea (Gossy) Tane

12 March 1954 – 6 September 2012

We are deeply saddened by the loss of Gossy Tane who passed away on Thursday 6th September 2012 after a brief struggle with cancer.

Gossy first came on to the scene with Hall's when we acquired the Tranzlink refrigerated business back in late 2005. At the time he was working for Uncle (Robbie Senior) Otene and was delivering TipTop Ice Cream direct to stores with in the Auckland metro area. When TipTop decided to take over the metro deliveries utilising their own trucks, Gossy finished up with Uncle and worked elsewhere.

In July 2010, Gossy filled a vacancy at Hall's Direct becoming the dedicated driver on the Metro 8 / Fish run. He slotted back into his routine of early starts and very quickly earned the respect from all of those people that he worked alongside with.

Gossy was a very respected, honest and loyal staff member and will be sadly missed by all his work colleagues and friends at Hall's Direct, the CRM plant Otahuhu, Foodmore Otahuhu, the Progressive Seafood plant in Penrose and Beak Penrose.

Our thoughts are with the family he has left behind, in particular his partner Diane.

QUICK QUIZ

1

When driving, at any time that a driver cannot see clearly a person or vehicle 100 metres away – eg. Bad weather, fog or night – the driver must?

- A Change into a lower gear B Stop until visibility improves C Turn the headlights on D Get glasses

2

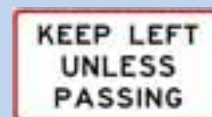
Heavy loads placed at the rear of a vehicle will ...

- A Make the load more stable C Have no effect on vehicle handling
B Make it easier to count the items D Reduce steering and braking performance

3

Commonly seen at the start of passing lanes, what does this compulsory road sign mean

- A The left lane is for vehicles towing trailers C You must use the left lane unless passing
B Speed up so others can not overtake D Driving in the left lane is an option



4

Failing to keep as close as practicable to left edge of a roadway or failing to stop for a school patrol sign are offences that could incur demerit points

- A 10 B 15 C 20 D 25

5

Sharing the road with trucks and buses

- A Buses and trucks often have large blind spots behind them. Position your vehicle far enough back so you can see their side mirrors. **True / False**
B Follow closer in wet weather to stay in any water spraying from the bus or truck's wheels. It keeps your car cool. **True / False**
C If a truck is indicating to turn left at an intersection, it is okay to overtake on the left if it has moved to the right prior turning. **True / False**

6

What is the maximum speed that you may drive past an accident scene?

- A 20 kph B 25 kph C 30 kph D 35 kph

7

The safest position to carry a load on a forklift is to have the load?

- A Towards the tips of the forks C Against the backrest of the forks
B To one side D No particular position

8

When temperature probing product, the probe must stay in place until the compliant temperature is reached or otherwise for a period of at least....?

- A 2 minutes C 5 minutes
B 3 minutes D 10 minutes

9

The safest way for occupants get out of a truck is by ...?

- A Climbing down facing forwards B Climbing out backwards C Jumping out

10

In a refrigerated vehicle proper air circulation requires unobstructed paths on ... sides of the load.

- A 2 B 4 C 6

Answers: 1 C; 2 D; 3 C; 4 C; 5 A – 1; B – F; C – F; 6 A; 7 C; 8 C; 9 B; 10 C

HALL'S STAFF

NEW STAFF

HALL'S REFRIGERATED				
AUCKLAND DRIVERS	AUCKLAND OPERATIONS	HUMAN RESOURCES	AUCKLAND ADMIN	NAPIER DRIVERS
Ali Baktash	Phil Doran	James Frew	Fiona Wood	Matt Waugh
David DE Falco	Tobi McLeod		Odessa Louch	
Mohamed Kalbon			Annalese Van Veen	
NAPIER STORE STAFF	WANGANUI DRIVERS	LNI STORE STAFF	CHRISTCHURCH STORE	CHRISTCHURCH DRIVERS
Fabian Tere	Brandon Cotgrove	Scott Foot	Phil Radford	Craig Stephens
	Wayne Howe	Edward Wilson		Marko Tarmaa
CHRISTCHURCH OPS	INVERCARGILL/DUNEDIN DRIVERS		INTERMODAL DRIVERS	INTERMODAL ADMIN
Christopher Stevens	Shaun Keightley		Miles Jensen	Alistair Solly
	Bruce Mclean		Ryan Mcleod	
	Timothy Palliser		Clinton Roberts	
	Mathew Pulham			
QSR DRIVERS	ROADWAYS DRIVERS			
David Lam Sam	William Proffitt			
	ROADWAYS OPERATIONS			
	Brian Vize			

ANNIVERSARIES

FIVE YEARS

Joe McCallum

Elizabeth Shelley

Grant Glover

Kim Smith

Mike Lucas

Geoff Lester

Diane Hardie

TEN YEARS

Mike Hogg

FIFTEEN YEARS

Jenny Watson



HALL'S REFRIGERATED

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BY ROAD, BY RAIL, BY SEA. WE DELIVER



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