

# Accurate

a trusted partner to industry



## Company Profile

Accurate Instruments has been supplying the surveying, infrastructure, inspection and technical safety markets for nearly 30 years. Accurate offers some of the world's best, professional trade instrumentation and equipment available, with servicing backup and support which is second-to-none in New Zealand.

[www.accurate.kiwi](http://www.accurate.kiwi)

## 4 Introduction

Accurate offers some of the world's best, professional equipment available. With showrooms, training facilities and full service and calibration centres in Auckland and Christchurch.

## 6 Our Company

Accurate is a 100% New Zealand owned company and is the Master Distributor in New Zealand for a number of International Instrument manufacturers.

## 8 History Timeline

Accurate have been involved in the surveying, construction and safety industries since the late 1970's and has continued to move forward to become a recognised leader in the industry.

## 10 Our Responsibilities

Accurate promotes Ethical Industry Responsibility across all areas of business. Our conduct is guided by what we know to be 'the right way to act' and 'the right thing to do'.

## 12 People and Team Structure

Accurate is about its people. With a broad diversity of age, culture, educational and professional backgrounds, we are all bound by a shared passion for what we do and a drive to make a significant impact within our Industry.

## 18 Trusted Brands

We are New Zealand's approved suppliers for some of the world's most trusted professional equipment.

## 20 Servicing & Calibration

Accurate is proud to be one of the largest servicing facilities in New Zealand offering QA, calibration and servicing of levelling, technical safety, inspection and surveying equipment.

## 22 Industry Training

Accurate Training offers a wide range of training options, starting from basic product knowledge, right through to extensive theory and practical training.

## 26 Partnerships & Sponsorships

We are very proud to support Emirates Team New Zealand and Shane Van Gisbergen at Red Bull Holden Racing.

# Accurate

a trusted partner to industry



Accurate Instruments has been supplying the surveying, infrastructure, inspection and technical safety markets since 1994.





We have New Zealand and the South Pacific covered. With showrooms, training facilities and full service and calibration centres in Auckland and Christchurch. Both showrooms have many of our products on display for demonstration and purchase. Products are also available online with shipping throughout the Pacific.



## Introduction

Accurate offers some of the world's best renown, professional equipment available, yet the pricing is often highly competitive. Many of the levelling, measuring, NDT, technical safety and inspection products required for use in today's industry are highly technical.

Finding knowledgeable people to answer the questions, advise models applicable and suggest best practice operation is near impossible.

Yet our industry experienced sales, engineers and advisory team provide you, the tradesperson, operator, consultant or consumer, with the correct instrument, product information and support to meet your demands.

We have two showroom branches with full service and calibration facilities, in Auckland and Christchurch, where many of our products can be viewed and purchased.





# Service Centres

**CompliancePlus, Calibration, testing and support**

Our Service Technicians provide the backup and support of our products, with calibration, certification and repairs of our equipment when required. We have the computer software programmes, specialised tooling, vibration / shock analysis, digital calibration machines, collimator jigs and baselines that allow us to test, calibrate instruments, all within an acceptable industry time period.

Many of Accurate's Service Engineers are trained internationally at our manufacturers facilities. They have the most current updates on all products, which include both hardware and firmware upgrades, modifications or factory changes.

Accurate's CompliancePlus registration and instrument calibration register allows you the user to monitor the status of the calibration of your equipment, including calibration reminders and asset management.



## A proud kiwi company

**Accurate Instruments (NZ) Ltd is a wholly 100% New Zealand owned company.**

The Master Distributor in New Zealand for a number of International Instrument manufacturers, we pride ourselves on our professionalism, building and maintaining relationships, specialist advice and service, quality of product, and of course our people. It is just as important to us to maintain great relationships with our suppliers as well as our clientele, and we pride ourselves on these successful networks.



**1970s**

Company founder Philip Stickland, undertakes technician apprenticeship with Fletcher Health & Science.

**1981**

Philip becomes the National Service Manager for Sokkia, undertaking period terms in both New Zealand and Australia.

**1994**

Accurate Instruments (NZ) Ltd is established in August by Philip Stickland, operating from St Heliers, Auckland.

**1999**

Accurate moves to new premises in Harris Road, Mt Wellington incorporating a service facility.

**2001**

Accurate begins its long term relationship with Emirates Team NZ in preparation for the 2000 America's Cup campaign in Auckland.

**2003**

New showroom, service centre opened in Marua Road, Mt Wellington, Auckland.

**2009**

Accurate opens its first South Island branch in Hayton Road, Wigram, Christchurch.

**2014**

Accurate's Industry Training department is established to meet the shortage of industry knowledge in key technology sectors, partnering with CPIT.

**2017**

A state of the art new showroom, service centre and industry training facility is opened in Wigram, Christchurch.

**2024**

Accurate celebrates 30 years of supplying some of the world's best, professional equipment available.



**1980s**

Rob Hughes, current Managing Director begins in the field of Land Surveying in Australia, before moving into sales for Sokkia in both Australia and the United Kingdom.



**2013**

Nick Farmer joins Accurate, factory trained by our key safety suppliers. Over 40 years market and product experience in the fields of fixed and portable gas detection, respiratory, hand, hearing protection.

**2013**

Accurate technical safety division established after the acquisition of HSE.



**2018**

Accurate achieves ISO 9001 accreditation

**2022**

Internationally recognised NDT ASNT Level III expert Jacques Gilmer joins Accurate to lead the Non-Destructive Testing segment

# History Timeline

Accurate have been involved in the surveying, construction, NDT and safety industries since the late 1970's. The company was formed in 1994 and has become an industry leader in selling, servicing, training and hiring instrumentation nationwide. Due to an ethical approach with our clientele and suppliers, branding, frequent direct marketing, strategic planning, hand picked staff, and good old fashioned hard work, Accurate has continued to move forward to become a recognised leader in the industry.

# Ethical Responsibility

It is important to us that our clients and suppliers understand that we are straight shooters and we treat each situation with a professional ethical approach.

Accurate Instruments strives to promote Ethical Industry Responsibility in all areas of business; client and supplier relationships, industry training and education, onsite practice, supply and service, industry associates, and internal treatment of our own team members and colleagues.

Accurate Instruments support managers and specialists hold multi-level industry recognised qualifications in:

- ASNT NDT Level III Certification in NDT
- Utility Location: Electromagnetics and Ground Penetrating Radar
- Concrete/Wood Analysis, Avionics, Ultrasonics, Surveying, Engineering, Gas Inspection, Thermography
- Confined Space Entry and Height Safety
- Material Analysis and various PPE safety practices
- Featuring Degrees in: BAppMgt, BBM, BEng, BEngE, BGeo, CMILT, CSurv, DipBus

## ISO 9001 Certified

Accurate has been assessed and ISO9001 certified under the requirements for technology solutions and support through sales, service (test, repair, calibration and certification), hire, training and education.



## Health and Safety Compliance

One of Accurate's key goals is to provide a safe workplace and return its employees home each day - safely. We actively promote and practice safety within our business by recognising, minimising and mitigating our risks, administering PPE and ensuring compliance with our company responsibility under the Health and Safety at Work Act 2015.



We believe, like many philosophers, that there is a professional 'Science of Conduct' in business. Our conduct is generally guided by what we know to be 'the right way to act' and 'the right thing to do'.



# Environmental Sustainability



REDUCE



RECYCLE



EDUCATE

**Sustainability is about meeting the needs of today, without adversely impacting on the needs of tomorrow.**

Our objective to tie sustainability in with what we generally consider to be 'sound' business practices, such as increased efficiency, minimising waste and maximising resources.

Accurate is moving towards adopting and embracing Environmentally Sustainable practices where it can, across many of its operations. We undertake to educate our employees, suppliers and executives on our Environmental Sustainability vision.

# Our People

With a broad diversity of age, culture, educational and professional backgrounds, we are all bound by a shared passion for what we do and a drive to make a significant impact within our Industry.

But most importantly, Accurate is about its people. 100% NZ owned, the BOD provide governance and direct strategy to the company.

Operationally from the senior leadership team and management to the specialised service engineers and sales team, we hone, train, and harness the skills throughout our team, making way for the next generation of skilled sales, technical, industry trainers, thinkers and problem solvers.

Our staff care for their customers, the products and markets they serve.



## Philip Stickland

FOUNDING DIRECTOR

Philip has been involved in Industry since his apprenticeship with Fletcher Health & Science in 1976. After spending some time in the UK servicing theodolites, Phil moved to Australia as the Service Manager for Sokkia. Thirteen years later (1994), he returned to New Zealand and founded Accurate Instruments.



## Rob Hughes

MANAGING DIRECTOR

Joining the company not long after it's inception, Rob brings a history of operating in the land surveying profession and 30+ years in the supply and support of survey, construction, and contracting instrumentation. Today Rob leads the Accurate team with experience, strategic direction, financial management and systems.



## Mark Gemmell

GENERAL MANAGER

Mark is a second generation survey sales and marketing authority, with over 25 years of direct involvement in the NZ market, focusing on levelling and inspection equipment. Today Mark steers the general management of the company, focussing on operations and resources for Accurate, keeping the company relevant in the marketplace.



## Nick Farmer

NATIONAL SALES MANAGER

A powerhouse of technical safety knowledge, especially in the operations of portable and fixed gas detection, Nick also contains extensive business operations understanding of the oil and gas, water and utilities markets in Australasia. Nick is the driving force behind the modern thinking Accurate sales and business development team.



## Jacques Gillmer

SPECIALIST ASNT LEVEL3

Well known across the world, especially in the Non-Destructive Testing markets, Jacques has been a key member of the senior team at Accurate since arriving in 2022. With an engineering and design background, with key accreditation and advanced skills in ultrasonics, phased array, electromagnetics and radar, Jacques has a significant involvement and input into the company's agencies, products and technologies in the Underground and NDT segments of the business.

## Our Vision

**To be a highly valued industry resource by the customers we serve, the communities and industries in which we operate, our loyal and committed colleagues and of course, our shareholders. We are a Legacy enterprise, not just a brand. Our ethos is to aid our industries as best we can.**



### Bill Gyde

Senior Trainer & Technical Advisor

*For several years, Accurate Training has been front and centre for me. As an organisation, we are passionate about increasing the technical knowledge, practical skills, and health and safety practices associated with some of our key technical equipment.*

*Accurate is at the forefront of Industry Training for GPR for Utility location and concrete analysis, cable determination for avoidance, fault finding, and precision locating. Our associations with ARA Institute of Technology and Nulca have enabled us to significantly change and upskill the field users in the Infrastructure Industry, something that I am passionate about.*



### Claire Westaway

Business Development & Operations -  
Head of Training at Accurate Instruments

*Claire is the Head of Training at Accurate Instruments, leading business development and operations with over 25 years of management experience. Her career spans food service management, facilities and property operations, public relations, health and safety, community association management, and golf estate projects.*



### Carla Farmer

Warehouse Operations Co-ordinator

*The Auckland warehouse is the hub of the busy part of Accurate's daily business. Now in my 10th year with Accurate, where I have been involved across many areas of the company, I've now taken lead on overseeing the warehousing, hire fleet and assistance to our sales, dispatch and inwards team. A busy place with a good vibe, I happily share this space in the company with five colleagues, aged young to old, all productive, energetic and keen to share a story or three.*



### Ashyana Farook

Service Co-Ordinator

*After six plus years with Accurate I still learn something new every day. Between allocating jobs to the service technicians, phone enquiries, counter and email customer service, invoicing jobs and selling products, I get to utilise and develop my sales, service and co-ordination skills. Each day is filled with fresh challenges as I get to learn either about a new product or some new information on repair of a product.*



### Diana Carretero

Chain Supply Management

*At Accurate, I'm responsible for overseeing the smooth operation of our importing and exporting processes, both locally and internationally. I work closely with the Sales, Service and well as the Operations staff from Inwards, Dispatch, and Warehousing to ensure we're delivering cost-effective and timely solutions.*

*Stock is king for us here at Accurate. Managing stock levels, regular stocktaking, nurturing supplier relationships, and keeping everything running efficiently is what I do every day – all to make sure Accurate's supply chain operates seamlessly.*



### Richard Opie

Lower North Island Regional  
Sales & Account Management

*As a regional account manager, it's important to be assured there's a solid company backing you. Operating remotely, focussing predominantly on the Manawatu, Taranaki, Wellington and Hawkes Bay, regions, having well organised systems and structure makes my job that much easier. At Accurate, we pride ourselves on supplying the right product, but also superior backup and service, meaning I can approach a customer with the utmost confidence.*



# Our Team Structure

The infrastructure, surveying and technical safety markets in New Zealand are diverse yet specialised. Our highly knowledgeable team spread across various sectors of the company are well versed in meeting your sales, servicing, training and logistical requirements.



## SALES & ADVISORY

Starting as a sales orientated company 25 years ago, this is still a major key aspect of Accurate. Significant market and industry knowledge, engagement, advisory partnering and integration with some of New Zealand's key industry bodies, backed by two modern showrooms, we carry a wide and a diverse range of products readily available for supply.



## SERVICE, CALIBRATION & CERTIFICATION

Accurate offer some of the largest technical service centres in NZ and the South Pacific for the servicing, calibration, testing and upkeep of technical surveying and safety equipment. With two locations, our ISO9001 controlled centres are a constant in the business for supporting the markets and industries we serve, with the latest technology and worldwide trained knowledge.



## ACCURATE TRAINING

Our growth sector. With more compliance required today and the void between user knowledge, safe practice and industry standards, Accurate have been proactive in the creation, development and delivery of course content to provide best practice and knowledge transfer to markets we serve, increasing understanding and performance. We are proud to partner with Industry Bodies and tertiary institutes such as NULCA and ARA Te Pukenga.



## LOGISTICS & WAREHOUSING

With products sourced internationally, meeting the demands of supply in New Zealand, has always been at the forefront of our strategy. Our company facilities house and manage the workflow of stock shipments, customer serviced equipment, parts, accessories and packaging. The dedicated team of seven work tirelessly with our manufacturers, suppliers and freight agents to uphold a high level of performance enabling other services in the business chain to operate seamlessly.



## ADMINISTRATION & ACCOUNTS

Often the forgotten heroes in an organisation! Our accounts payable, receivable and administration staff pull all the elements of sales, training, service and logistics together to ensure our markets, customers and suppliers are always in order and receive the correct information and data to enable efficient operation in their businesses.



# World's Trusted Brands

We are approved suppliers for some of the world's most trusted instruments. We back this with knowledgeable factory trained staff to advise on the best equipment to meet your application, all the while backing you up where available with service, support and rental.

## MSA

MSA Safety is the global leader in the development, manufacture and supply of safety products that protect people and facility infrastructures. MSA's core products include gas detection instruments, flame detection systems, self-contained breathing apparatus and industrial head protection products.

## RADIODETECTION

Founded in 1970 in Bristol, United Kingdom, Radiodetection has gone on to be one of the global leaders in the Utility locating and cable avoidance sector. Their wide range of products include the industry standard Cat & Genny cable avoidance locator.

## TECHNIDEA CORPORATION

At Technidea Corporation "We Turn Ideas into Technology." Accordingly, Technidea is short for Technical idea. Since its beginning in late 2001, Technidea has continued to turn numerous ideas into successful technologies. Most of the Technidea innovations have evolved from its highly successful ZIPLEVEL® Precision Altimeter.

## SCREENING EAGLE proceq

The complete solution for subsurface mapping with the most advanced and versatile GPR technology. Robust and accurate sensors, combined in ready-to-use systems to cover a vast array of applications. Powerful software with real-time 3D visualisation, coupled with the most advanced cloud-computing data analysis platform. Experience the unique Screening Eagle workflow and boost your productivity in the field and office.

## Honeywell

An international powerhouse, Honeywell Industrial Safety offer personal protection and technical safety equipment with key established brands Howard Leight for hearing protection, Sperian for safety eyewear, Miller for height safety, BW for gas detection and North for respiration.

## ProShot Laser

From humble beginnings three decades ago, Laser Reference, with its range of Pro Shot lasers have become the chosen brand for reliability and performance in New Zealand for general building, construction and civil grade leveling. The L4, L4.7 and Alpha are icons throughout the country, trusted for their accuracy and reliability, with more than 12,000 lasers sold.

## IKAR

Founded in 1978 in Germany, IKAR GmbH has a long and successful tradition in the innovation, development and production of personal fall protection systems. Products include confined space entry tripod's, recovery winches and blocks, fall arresters, harnesses and davit arms.

## SPECTRA PRECISION

Spectra Precision is the one of the world's largest and most well-known laser levelling and construction tool suppliers, with a focus on technology and functionality. With a long history tracking back to the introduction of the first automatic laser level in the 1950's, Spectra Precision laser use the latest technology including Bluetooth and Smartphone apps for optimal efficiency, accuracy and performance.

## TROTEC

From small beginnings in the late 1980's to a powerhouse today in Europe, Trotec offers diverse solutions in climate drying, ventilating, heating and measurement condition monitoring. A household name in the building and moisture inspection markets in NZ, Accurate are proud to represent Trotec in New Zealand for the past 17 years.

## 3M

No introduction needed, 3M is a long established and respected company operating in the safety markets of NZ, extensively known for its PPE range of Peltor hearing protectors and communication earmuffs, abrasives, eyewear and its broad respiratory products, where 3M command a vast market share.

## PEARPOINT

Pearpoint have a long history with CCTV camera inspection equipment for the plumbing and drainage industries. Their range of products are designed for pipeline inspection and are used for municipal, industrial, manufacturing, petrochemical and residential application with mainline tractor and pushrod systems, designed to work in the treacherous terrain of active foul water sewers and drainage networks".



# Servicing & Calibration

**New Zealander's want their equipment supported, backed up, serviceable and repairable. These are key core values that shape the company.**

Accurate is proud to be one of the largest servicing facilities in New Zealand offering QA, calibration and servicing of levelling, technical safety, inspection and surveying equipment.



## NATIONAL SERVICE CENTRES

We operate two calibration service centres in New Zealand, one in Mt Wellington, Auckland, the other in Wigram, Christchurch. With more than a dozen dedicated and specialised technicians currently employed, many are factory trained, both within New Zealand and internationally and hold significant industry recognised accreditation.

### WHAT DO WE SERVICE?

A list too long to include here, our service capability is extensive. Key products for service, repair and calibration include:

- Laser and automatic dumpy levels
- Portable and Fixed gas detectors
- Pipe inspection cameras
- Cable locators and GPR
- Moisture metres
- Height safety & Confined space entry tripods, winches and blocks.

### PRE-TESTING & CALIBRATION

Many of the instruments Accurate supplies require pre-testing as well as ongoing calibration. Calibration is often overlooked by both importing and distribution companies as well as the customer. To meet industry compliance, improve performance, accuracy and efficiency, calibration is the most critical element for equipment in our service centres.



### ISO9001 QUALITY CONTROL

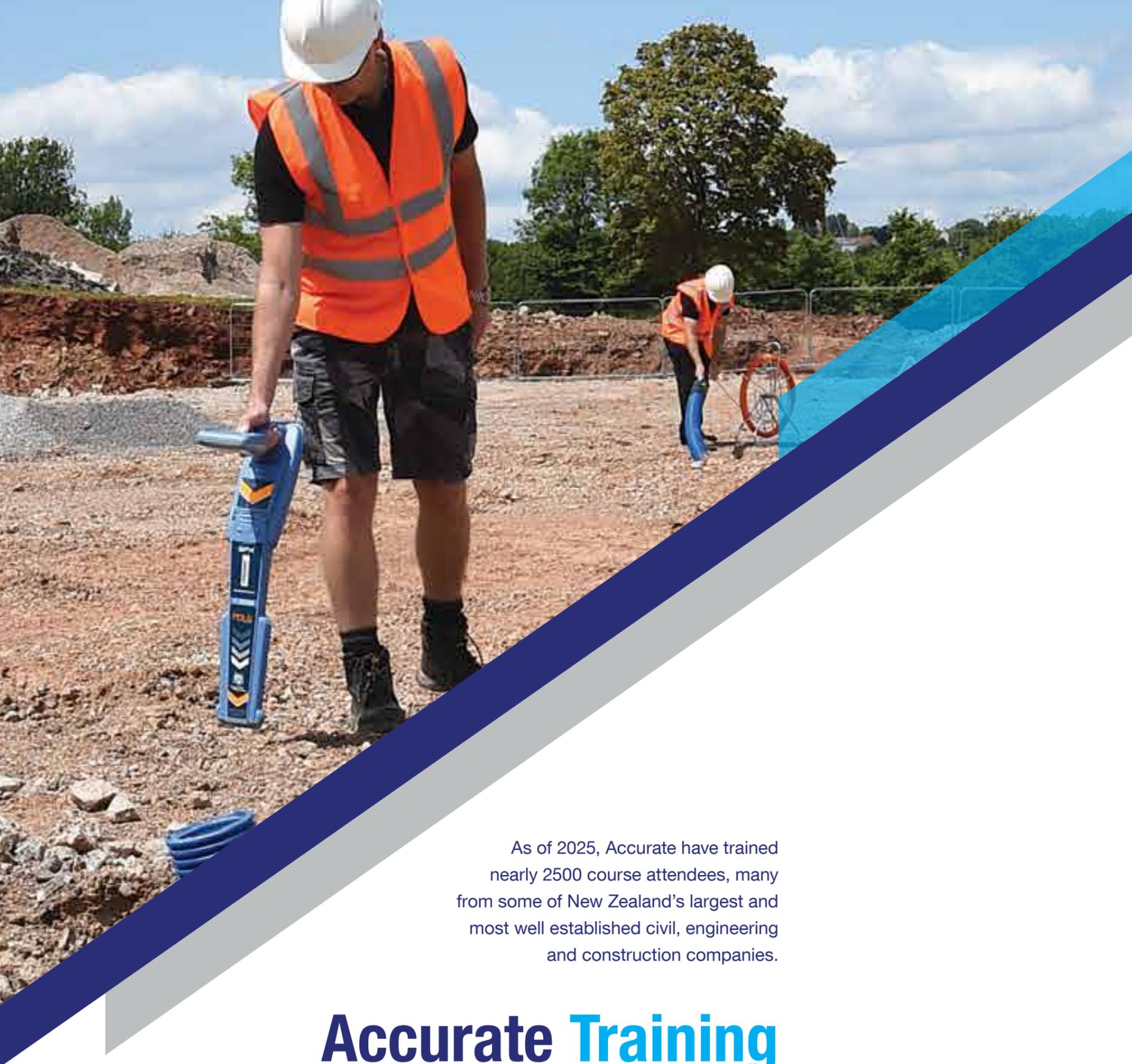
Our Service and Calibration centres set high standards for the production of their work. They are governed by ISO9001 business practices and audited annually to ensure that the best processes, systems and operations are in place to ensure Accurate set the standard in the industry.



### ASSET MANAGEMENT CONTROL

Registering your equipment with CompliancePlus provides online software to assist companies to monitor, service and maintain calibration of their asset equipment and instruments.

Keep track of plant equipment and instruments, with calibration dates and automatic calibration reminders sent when due via e-mail. Have access to calibration certificates along with the history of servicing conducted on the instrument including next due dates. Have access to the database to multiple users within an organisation.



As of 2025, Accurate have trained nearly 2500 course attendees, many from some of New Zealand's largest and most well established civil, engineering and construction companies.

## Accurate Training



As Industry leaders our goal is to provide training and education programmes across a wide variety of fields. We endeavour not only to supply our clients with first class service, products and after-sales care but we also strive to provide a high level of industry training and knowledge needed to ensure exemplary practice on site.

Through our education and training centres along with our academic partnerships with Ara Te Pukenga in Canterbury and partnerships and business links with NULCA and beforeUdig, we aim to promote compliance of industry practice, which refers to the ability to work unsupervised, demonstrating knowledge and skills that reflect the productivity, uniformity, finish quality, interpretation of results, and material economies currently accepted within the industry.

Accurate Instruments training courses are made up of shared global industry information, sourced from industry practitioners, specialists, instrument manufacturers, and recognised training establishments. This wealth of information has been gathered and compiled by our own company specialists and composed for delivery at NZ Industry level.

Our ultimate goal is to assist in raising the standards of onsite practice all over New Zealand through education, specialised training, service, support and quality instrumentation.

Accurate Training offers a wide range of training options, starting from basic product knowledge, right through to extensive theory and practical training.

# Industry Training Courses

**Accurate offers a wide range of training options starting from basic product knowledge, right through to extensive theory and practical training.**

Our training caters to a wide variety of industry sectors. The content we provide is recognised and relevant. We regularly update all our content and keep our trainer's knowledge up-to-date. The courses all focus strongly on Health & Safety procedures and guidelines, so you are working confidently and safely. We make every effort to assist you with any of your applications and answer any questions you have.

Our Industry trainers are based nationwide and training is available anywhere in New Zealand or we can utilise our training centres in either Auckland or Christchurch.

## STANDARD COURSES > NOT LIMITED TO

- Cable Location
- Gas Detection
- Ground Penetrating Radar GPR
- Moisture Inspection
- Infrared Thermography
- Concrete Scanning

We can customise our courses to suit with combination courses also available.

INDUSTRY STAGE 1	INDUSTRY STAGE 2	INDUSTRY STAGE 3
<p><b>Product Training</b></p> <p>Demonstrate and detail key functions of the instrument.</p>	<p><b>Theoretical Training</b></p> <p>In addition to product training, we include theory on the founding sciences and methodologies that relate to the instrument's main application.</p>	<p><b>Theory and Practical Training</b></p> <p>This comprehensive module contains a combination of product and theory training but also incorporates practical training for on-site procedures.</p>



**Theory and Practical Training with Online Training Courses coming in 2025.**





**Our relationship with ETNZ dates back to the first New Zealand held campaign in 2000 in Auckland.**

Our customers and the country have passionately followed Emirates Team New Zealand over many years, dating as far back as the first challenge of KZ-7 in Fremantle, Australia during 1987. No one will ever forget Sir Peter Blake's campaign that captured the Cup in 1995 in San Francisco.

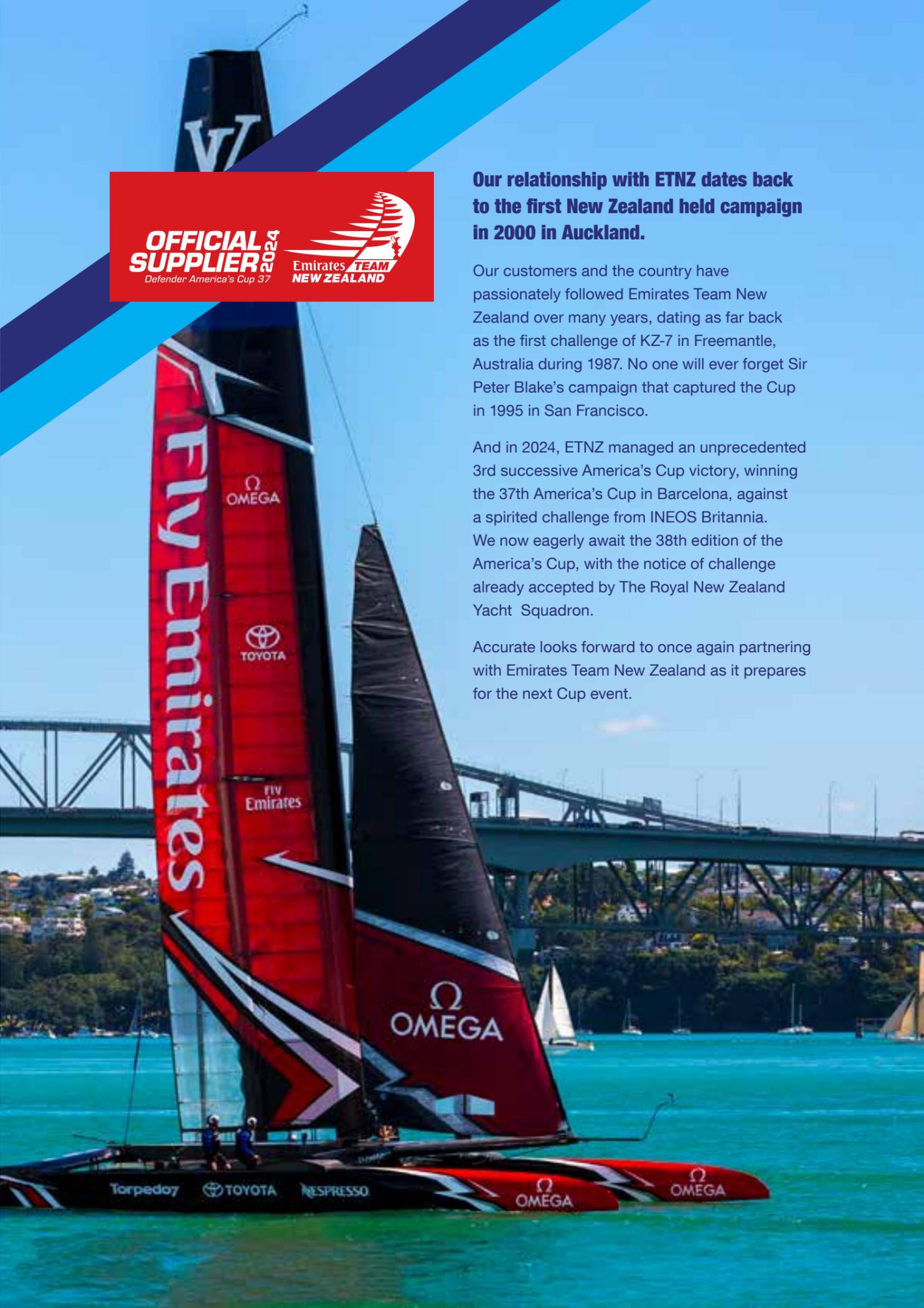
And in 2024, ETNZ managed an unprecedented 3rd successive America's Cup victory, winning the 37th America's Cup in Barcelona, against a spirited challenge from INEOS Britannia. We now eagerly await the 38th edition of the America's Cup, with the notice of challenge already accepted by The Royal New Zealand Yacht Squadron.

Accurate looks forward to once again partnering with Emirates Team New Zealand as it prepares for the next Cup event.



# Supporting Industry and Sponsorship

It is very important for us at Accurate to support New Zealand. Giving something back to our communities, supporting local government, forming key industry memberships with industry-recognised associations WaterNZ, WIOG and NULCA, are a large part of what Accurate Instruments is all about.



Our industry experienced sales and advisory team provide you, the trades person, operator, consultant or consumer, with the correct instrument, product information, training and support backup to meet your demands.

We have two showroom branches with full service and calibration facilities, in Auckland and Christchurch, where many of our products can be viewed and purchased.



# Accurate

**Auckland Showroom,  
Service & Training Centre**  
192 Marua Road, Mt Wellington

**Christchurch Showroom  
and Service Centre**  
4 Avenger Crescent, Wigram



**FREEPHONE 0800 500 380**

**[www.accurate.kiwi](http://www.accurate.kiwi)**