

# Starex



**1: The passion: What inspired you to set up your business?** The opportunity arose in 2006 to purchase the business. We were living in Brisbane at the time and always dreamed of returning home and owning our own business in Mount Maunganui. When the opportunity arose to go into partnership with Melissa's parents we jumped at it. We are passionate about the products we manufacture and are continually inspired by our own children, staff and our customers.

**2: The Launch: How did you start out in the beginning?** As Starex was founded in 1983 we decided to learn the business from the ground up. Matt and Haydn were on the floor learning everything they could about making the products. A few bruised fingers in the first couple of weeks!

**3: The innovation: What was the biggest breakthrough for you with your business?** Soon after we bought the business we invested in a CNC machine. This really helped with our production speed but more importantly allowed us to develop new products at a greatly reduced cost. We are now building a strong reputation as being leaders of innovation and design for early childhood furniture.

**4: Yin and Yang: How do you balance work and family?** Melissa is a stay at home Mum and works from home during daytime naps and evenings after the girls have gone to bed. Melissa's parents have been extremely supportive and work actively in the business as well as caring for the girls when Melissa is needed in the office. Milla and Alenie enjoy being part of our photo shoots and pop into work from time to time for our weekly baking day.

**5: The Drive: What challenges have you overcome?** The last couple of years have been extremely tough with the recession and more recently significant funding cuts to the Early Childhood Industry. Everyday we face new challenges however by keeping a positive attitude there is nothing that we can't overcome.

**6: For better or worse: What are the pros and cons of running your own business?** Our girls enjoy the benefits of some amazing Starex furniture at home. We enjoy running a successful business and are passionate about the product we supply. Being a family business it's great that we can all support each other when needed. Running your own business can be extremely stressful at times but with the balance of youth and age experience we manage to keep on track.

**7: Hopes and dreams: What next?** Remaining 100% NZ made and continuing to supply the New Zealand Early Childhood industry. We would love to enter the public market more, we are constantly thinking of ways to manufacture products that would fit well within the home, but in doing this we need to keep the prices as low as we can. Watch this space...

[www.starex.co.nz](http://www.starex.co.nz)