

## Media Release

### For immediate release

#### **The “most excellent” team at phil&teds win Wellington Supreme Gold Award**

20 members of the audience leapt from their seats in absolute delight when it was announced last night that phil&teds had won the Supreme Dominion Post Gold Award at the 2007 Wellington Gold Awards at the TSB Arena.

Sarah Bousfield, phil&teds graphic designer, screamed with delight, “I couldn’t believe it! It was such a thrill to see our wee company do so well. It’s kinda cool!”

“The business is going to be so fired up now...it’s such a great motivator for the team,” said Jason Crowe, new business manager, the day after. “Productivity is going to be a little low today though after our celebrations last night!!”

Other comments from the team included “Grouse”, “Huge”, “Awesome”, “Everyone’s faces said it all”.

With the whole team on stage to accept the award from prime minister, Helen Clark, chief cook & bottle washer, Campbell Gower thanked his fantastic team. “It’s all about the team.”

The Wellington Supreme Gold Award recognises business excellence in the Wellington Region. phil&teds also won the Global Gold category.

“Compared to, say, an IT company the complexity of our business is huge, that’s why it’s so amazing what we have achieved in our export markets,” said Glenn Henderson, industrial designer, on winning the Global Gold Award.

phil&teds is happily based in Newtown, Wellington where they design innovative nursery products including award winning baby buggies, car seats, the world’s lightest travel cot, high chairs and back carriers. phil&teds are quirky & unconventional but very focussed on designing fantastically adaptable products that help parents to live a dynamic lifestyle even with tots in tow.

phil&teds grew exports by 173% in 2005/06 to \$17.2 million. 2006/07 export sales revenue exceeded \$30 million. They have seen exponential growth, 14,000% since 1998.

phil&teds do business in over 40 countries with a presence in more than 1,500 retail outlets. 95% of its business is in export, key markets being the UK, Europe, Australia and the USA. phil&teds New Zealandness is a key part of their sales strategy. “We are like the mouse attacking the elephant!”



In the last few months the company has signed a phenomenally exciting deal with Mothercare International as the first complete brand to be rolled out in all their international mothercare stores. MCI is the international franchise arm of one of the UK's 10 best companies to work for, nursery corp Mothercare plc, with tentacles stretching across 300 stores in 42 countries, representing another extraordinary leap in phil&teds' global brand & product reach.

"This really is most excellent," Julian Rowe, website designer, summed up the company's success.

ENDS

Visit [www.philandteds.com](http://www.philandteds.com) for more information

Or Contact – Jo Miller 04 380 0833 ext. 711 mobile 021 255 7269 email [jo@philandteds.com](mailto:jo@philandteds.com)