

# COMPANY PROFILE

Pumping solutions for every  
water requirement.

**43SOUTH**  
pumps • motors • filtration • aquatics



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## OUR STORY

43South is a New Zealand family owned and operated business focused on delivering a brilliant customer experience. Our story started in 2017, bringing a fresh approach to the industry. We specialise in pumps, motors, filtration, and aquatic products and pride ourselves on our family of brands.

We value building great relationships with our distributors and customers, without them our business would not be possible. The team at 43South has an active part in our local community, supporting charities and organisations close to home.

We're here to help, here when you need us, and here for the long haul!

You and your customers can rely on a high level of technical support and local industry knowledge. Bigger isn't always better - as a local company, we are remarkably agile. Our team will get onto it quickly and professionally, saving you time and headaches.

Our team is based throughout New Zealand. We take pride in our diversity in our team and the range of different backgrounds - we have a lot of different experiences and areas of expertise to bring to the table! One thing we all have in common: we're excited to be part of a keen company that's up for the challenge of taking on bigger multinational companies.

## Our values

GIVE A SHIT *attitude*  
IN EVERYTHING WE DO

INTEGRITY  
MATESHIP

*Enjoy* HIGH FIVE MOMENTS

HONESTY

SAFETY  
FIRST

*No*  
DICKHEADS



## *Our vision*

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**BRANDS YOU TRUST,  
PEOPLE YOU KNOW.**

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## *Our mission*

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**TO CREATE A CARING TEAM THAT HAVE  
THE PASSION FOR AND KNOWLEDGE  
OF THE INDUSTRIES WE WORK IN.**

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## OUR LOCATIONS

Our team is spread all over New Zealand with our head office based in Christchurch. We have sales engineers based in Auckland, Hamilton, Nelson and Christchurch all of whom travel throughout New Zealand.

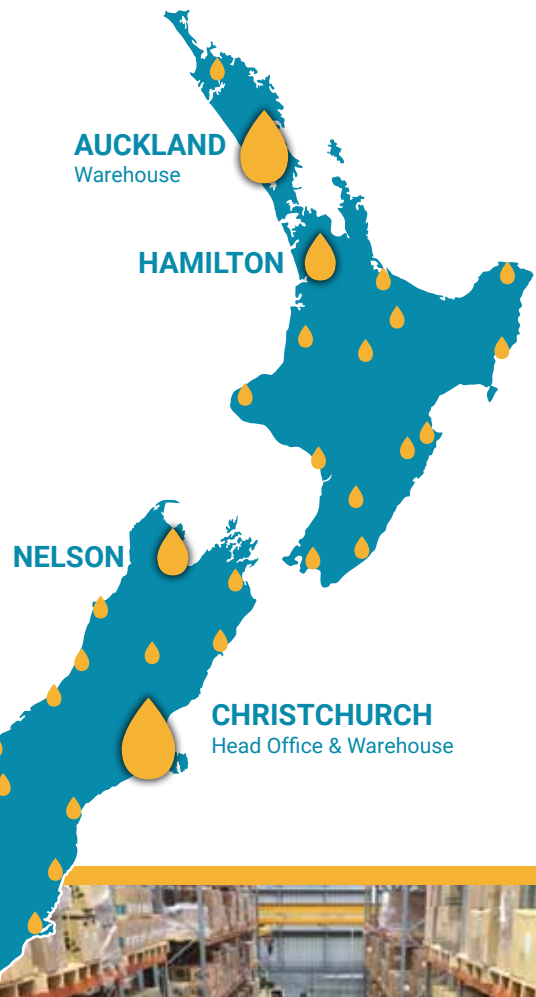
Christchurch and Auckland are where you will find our warehouse, production and distribution centres.

## CONTACT

Phone: **0800 654 112** or **03 349 1350**

Email: [orders@43south.co.nz](mailto:orders@43south.co.nz)

Visit: [www.43south.co.nz](http://www.43south.co.nz)





## OUR MARKETS



### COMMERCIAL

Water supply, storm water and wastewater pumping.



### MUNICIPAL

Water and waste water pumping.



### DOMESTIC

Home water pumping and treatment.



### AQUATICS

Commercial and domestic pool products.



### AGRICULTURE

Farm and irrigation pumping.



### AQUACULTURE

Pumps and systems.



### INDUSTRIAL

Oil and gas pumps.



### ELECTRIC MOTORS & VFD's

Motors & drives for all applications.

## OUR BRAND FAMILY

Since the opening of 43South in February 2017, our team has been dedicated to providing our customers with the best products available in the market. We work tirelessly to develop our brand family and believe we have found the right brands to meet our customers' various and changing needs. Our brand family includes Onga, Southern Cross, Pentair, Caprari, Riverscreen, Jung and WEG. We have high standards for the products we supply, and the advice our team provides, resulting in getting the right product first time.



### TOP QUALITY WATER MOVEMENT PRODUCTS

Onga supplies an extensive range of the highest quality water movement products. With a vast product portfolio, Onga has the solution to meet any water movement requirement; domestic, farming, agriculture, firefighting, water transfer and submersible applications.



### THE BENCHMARK IN RELIABLE PUMPING

Southern Cross offers a vast range of high performance and highly reliable pumps, catering for the supply of water for the agricultural, municipal, industrial, infrastructure, fire and mining industries. Southern Cross pumps have proven proficient in upholding the highest calibre of industry standards.



### WORLD LEADING AQUATIC SYSTEMS

Pentair is the world leader in innovative and dependable swimming pool and spa equipment, ensuring the pool professional can secure all the best products from one source. Knowing this gives you the confidence and comfort that comes from a single source responsibility and support.



### FILTRATION YOU CAN TRUST

Our industry-leading filtration systems give you water that is clean, pure, and refreshing, every time. Have peace of mind when using the Pentair product range knowing it is used all around the world by many satisfied customers.





### PROVEN TECHNOLOGY

Jung Pumpen is a quality German manufacturer of pumps for wastewater and dewatering applications.

For over 85 years Jung Pumpen has been a reliable partner for sewage and wastewater disposal across the globe. They produce high-quality pumps and pumping stations for both small-scale domestic house and land drainage, to large-scale industrial and community wastewater treatment.



### SOME SERIOUS PUMPING POWER

Italian based Caprari has been one of the leading international manufacturers of pumps, electric pumps and submersible motors for both civil and industrial use since 1945. Well known for their strength in turbine, sump and horizontal multistage pump units, these reliable pumps will keep you pumping with confidence for years.



### THE DEPENDABLE WATER SUPPLY

A rotating water-driven self-cleaning screen that dependably delivers good water from depths as low as 4 inches. The ideal solution for the operation, depending upon river or canal water sources for pivot irrigation systems. RIVERSCREEN is built for shallow water pumping to prevent sand problems.



### THE GLOBAL BENCHMARK

A global benchmark for electrical motors with a wide range of product lines, providing full and efficient solutions. WEG are a major systems supplier, providing motors, inverter drives, soft starters, PLCs, low voltage switchgear and transformers to all market segments.





Proud to be part of the story that  
places New Zealand at the top of  
global agriculture.