



# **B**EHIND THE **CURTAIN**

**WINTER NEWSLETTER**





**BOOTH'S**  
— LOGISTICS

**CAN DO. WILL DO.**

7130

*DUSK Breaker*

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**SCANIA**

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# AN UPDATE FROM DALLAS

***“We work best when we stick together, lend a hand where we can and look after each other, particularly during the tougher times.”***

**As we move through the year, it's fair to say it has been another challenging period for many of our customers and for our own people.**

After the last few years, many were hoping this would be the year things started to settle. Instead, we've seen record diesel prices, FAF increases to record levels, continued cost pressures and further overseas uncertainty, all of which have had a direct impact on supply chains across New Zealand.

Thankfully, as I write this, we see the Brent Crude barrel price drop to below US\$80 which will bring a

lot of relief to supply chains and fingers crossed is the start of a return to a bit of normality.

I really want to acknowledge the pressure many of our own people have faced in recent months. The pressures associated with the fuel costs and cost of living have affected everyone across our business and added additional strain on every member of our team in various ways. One thing I'm incredibly proud of is the way our people continue to support one another. We work best when we stick together, lend a hand where we can and look after each other, particularly during the tougher times.



Despite the challenges, we've continued making good progress across a number of important projects that will strengthen our business for the future.

One of the biggest milestones has been the successful rollout and extension of B CONNECTED into our container division. This has provided our operations teams and drivers with better information, improved visibility and smarter tools to help them make decisions throughout the day. Projects like this take a huge amount of planning and commitment, so I'd like to sincerely thank everyone across our branches who contributed to making the implementation such a success.

You'll also notice continued investment across many of our sites as we work to improve safety for everyone who comes to work each day. Keeping our people safe remains our number one priority and is always the first conversation at board meetings and leadership meetings.

Two of the biggest risks we continue to focus on are people working around moving forklifts and trucks during loading and unloading activities, and driver distraction while on the road.

We know our training, systems and processes work when we follow them consistently. Equally important is having the confidence to speak up when something doesn't look right. We operate in busy environments where the potential for serious harm is real, and it's only through looking out for one another that we continue to send everyone home safely at the end of each day.

Henry and I have also spent a lot of time visiting customers throughout the country this year. One message we hear consistently is how much they

value the people they deal with at Booth's. They appreciate that our teams genuinely care, follow through on commitments and take ownership when challenges arise.

Our customers rely on us to help keep their businesses moving every day. In many cases we're an extension of their own business and represent their brand each time we make a delivery. That's a responsibility we should all be proud of.

Looking ahead, the second half of the year will see another significant milestone with the rollout of our new Transport Management System across the general freight network.

We know this will bring change, and with change comes a period of learning and adjustment. While the way we work will continue to evolve, every decision we've made throughout this programme has been focused on making our jobs easier, improving visibility for our customers and giving Booth's the platform to continue growing without simply adding more cost.

Finally, it's been pleasing to see the continued interest in our business. I believe much of that comes back to what has always made Booth's different - our family ownership, our close relationships with customers, and the outstanding people across every part of the business who genuinely care about doing a good job.

Thank you again for everything you continue to do. Your commitment, professionalism and willingness to support each other is what makes Booth's the business it is today, and gives me great confidence in where we're heading together.



**Dallas Vince**  
Chief Executive Officer



# SPOTLIGHT ON SALES

## What a year it's been so far and we're already halfway through it.

When I reflect on how the latter part of 2025 ended, many of us would have said the worst of the financial pressure on the economy was behind us. Interest rates had dropped considerably, inflation appeared to be under control, and business confidence surveys were improving. We ended the year with a return to more traditional Christmas volumes, and the future looked a lot more promising.

What a difference a few months can make.

Oil prices have surged, interest rates are rising again, fuel supply continues to face scrutiny, raw materials remain in short supply, and long-term business confidence has once again softened.

It highlights just how vulnerable we are to global events, especially from our position at the bottom of the world.

That said, we wrapped up the financial year in good shape.

While business confidence, freight volumes, and commodity trading have all faced pressure, we have still achieved healthy growth. We've increased market share, refined operational efficiencies, and identified further opportunities for network expansion.

We put this down to our "Can Do, Will Do" attitude, our ability to react quickly to changing trading conditions, expanding our service offering, and continuing to deliver best-in-class service to our customers.

Additional investment in sales resources and a strong branch focus on collaborative growth have also contributed significantly. Our teams across the country have worked tirelessly, introducing new ways of working while continuing to do more with less.

### Sales Team Update

Our Sales team continues to evolve as we invest further in this area. Recent developments within our

regional sales structure have provided opportunities to bring fresh talent into the business. This has positioned the team for a more geographically targeted approach and created a strong platform to further expand our capabilities.

We have also rolled out a refreshed sales reporting framework, enabling greater insight across several key areas. This includes more detailed reporting by representatives, region, activity, trends, commodities, sectors and industries, as well as improved visibility to our customers' needs.

At the same time, we continue implementing our CRM platform, which will soon be fully integrated and operational. This system will provide our customer service teams with clearer customer contact visibility, allowing for more targeted and effective communication.

It will also support our regional sales teams through more consistent customer touchpoints and a defined sales process, helping ensure continuity, stronger strategic insight, and wrap-around support for our customers' needs.

### FTL Fleet/Seasonal Fruit Update

The FTL fleet continues to be a key strategic pillar of our organisation. Its ability to respond quickly to customer demand, volume spikes, and seasonal requirements provides a highly competitive and integrated solution for our customers.

The professionalism, discipline, and commercial focus demonstrated in the way this fleet is managed, led by Bubbles, Billy, and Mac, truly underpin the core of who we are.

Our foundations were built around this fleet and the high-value operators it attracts. These are people who don't simply choose to work here, they dedicate themselves to the ongoing success of this special division.

Since the previous update, we have completed the seasonal fruit program across Central Otago, Nelson, Gisborne, and Northland.

While parts of the industry were affected by weather and market conditions, we still achieved growth in this area. Once again, our FTL team packed their bags, rolled up their sleeves, and positioned themselves to meet the demands of this intensive seasonal work.

The capability and commitment of our team continue to support growth in this sector. We genuinely offer our customers something special here, and that continues to be widely recognised.

### In Closing

We can all be proud of the progress and success we have achieved together.

There are challenging economic headwinds ahead, and it will take the efforts of everyone across our organisation to stay ahead of them.

The job is never done, and our focus has never been clearer. Our commitment to delivering the best outcomes for our customers, workmates, families, and friends has never been more important.

We remain committed to our vision of providing the very best logistics solutions for our customers.

To everyone who continues to front up each day, contribute with determination, and relentlessly advance our business toward a better tomorrow, thank you.

**Henry Seymour**  
General Manager – Commercial



# WAREHOUSING CAPACITY AVAILABLE NOW:

**Palmerston North, Wellington, Auckland, Tauranga, and Hastings.**

On the warehousing front, we have had a busy first half of 2026 and we are excited to update you on our expanding warehousing capabilities.

With over 130,000m<sup>2</sup> of warehouse space nationwide, we have strengthened our operations to provide even greater flexibility, efficiency, and service to our customers. We have and continue to invest in state-of-the-art racking, modern handling equipment, and technology support tools to ensure seamless operations with real-time data insights.

Our expanded storage solutions cater to a broad range of goods, including specialty items requiring MPI compliance, customs clearance, onsite fumigation, and certified food-handling services. From container collection to devanning, warehousing, pick-and-pack, and final delivery, the Booth's nationwide end-to-end logistics offering is designed to support businesses at every stage.

## OUR GROWING WAREHOUSING FOOTPRINT:

- **Auckland:** 6,984m<sup>2</sup> | Comprehensive warehousing & 3PL services, Metro, Linehaul, Hiab & Flat deck transport
- **Tauranga:** 8,829m<sup>2</sup> | Warehousing & 3PL devanning, RMP, Metro, Linehaul, Hiab & Flat deck transport
- **Hastings:** 11,500m<sup>2</sup> (6,000 pallet spaces) | Warehousing & 3PL devanning, RMP-certified storage, Metro & Linehaul transport
- **Palmerston North:** 11,637m<sup>2</sup> (11,000 pallet spaces) | Metro, Linehaul, Hiab & Flat deck transport, warehousing & 3PL devanning
- **Wellington:** 30,000m<sup>2</sup> (10,000 pallet spaces) | Metro, Linehaul, Hiab & Flat deck transport, warehousing & 3PL devanning, BRC-compliant storage

With our warehousing division continuing to expand, we are excited for what is ahead. A huge thank you to team Booth's for their dedication and hard work, which helps drive success for both Booth's and our customers.



## It is with real excitement that we introduce John Marshall to the Warehouse team in his role as Business Development Manager.

“With over 30 years of sales experience in the logistics sector, I haven’t seen a business come through the ranks as quickly as Booth’s Logistics. I first noticed Booth’s 4 years ago as their profile and presence lifted through an increased number of fine-looking vehicles on the roads. This piqued my interest and I started to follow them intently.

Fast forward to today, I’ve been at Booth’s for over a year and recently moved into a newly created Warehouse Business Development Manager role. This position excites me as we broaden our domestic supply chain reach and position ourselves for the future.

My key success factors in the role are to strengthen our regional positions and focus on efficiencies by linking with our domestic freight division. We have a lot to offer the market in terms of capability and strategic geographic spread of facilities and people. The biggest differentiator though is our culture of ‘getting it done’ and caring about the business outcomes of our customers.”

**John Marshall**  
**Warehouse Business**  
**Development Manager**





# BRANCH SPOTLIGHT: Tauranga

## Where local expertise meets national reach

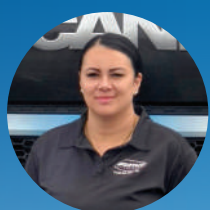
Our Tauranga branch plays a vital role in supporting New Zealand's import and export supply chain, anchored by strong daily connections to the Port of Tauranga. This strategic positioning allows us to deliver reliable, efficient container transport solutions for our customers.

With a high-performing and versatile fleet, including linehaul, metro, Hiab, flat deck, skeletal, and swing lift units, we're equipped to handle a wide range of freight requirements. Our capabilities extend beyond transport, with specialised warehousing and 3PL distribution services designed to support end-to-end logistics needs.

From Tauranga, we provide overnight services into key regions including Auckland, Waikato, New Plymouth, Palmerston North, and Hastings, along with a 24-hour service into Christchurch. Locally, we service the wider Bay of Plenty with ease, ensuring consistent and dependable coverage.

At the heart of our operation is a dedicated team committed to speed, reliability, and cost efficiency. We take pride in delivering for our customers safely and consistently, because it's what we do best.

Backed by Kiwi-owned operators, smart technology, and strong local knowledge, our Tauranga branch is built for performance today, with the capacity to grow alongside our customers into the future.



**Maree Smith**  
Tauranga Branch Manager



# B CONNECTED TMS GOES LIVE

## A step forward for our container network

There's been a lot happening behind the scenes with our TMS at Booth's Logistics and we're pleased to share a key milestone. In late April, our new B CONNECTED Transport Management System (TMS) officially went live across the container side of our business. It's a significant move for our network, and importantly, one that's already delivering results.

Feedback from both our teams and customers has been strong, with noticeable improvements in how container movements are managed, tracked, and communicated across the journey.

**As Booth's has grown, so too has the complexity of what we manage day to day.**

This investment has been about putting the right foundations in place to not just support today's operation, but to set us up for where we're heading. B CONNECTED TMS gives us a more connected view of our network, helping our teams make better decisions in real-time and respond more effectively as things change.

### What's changed on the ground

While much of this work happens behind the scenes, the impact is being felt where it matters:

- Greater visibility across container movements
- More streamlined processes for our operational teams
- Improved flow of information between depot, driver, and customer
- A more consistent experience across different parts of the network

It's also giving our teams better tools to stay ahead of issues, rather than reacting to them which ultimately leads to a smoother experience for our customers.

### General freight migration planning now underway

With containers now live, our focus is shifting to the next stage of the rollout which will include all general freight, with a planned deployment later in the year. As with the container rollout, this will be carefully staged to ensure continuity of service and a smooth transition for both our teams and customers.

For our customers, this is all about consistency, visibility, and responsiveness. As the system continues to roll out, you can expect ongoing improvements in how information flows, how quickly queries are resolved, and how clearly you can see what's happening with your freight at any point in time.

This milestone marks real progress for our business - not just in technology, but in how we continue to evolve our network and our overall service offering. Watch this space for more updates as we move into the next phase. Better access to data makes work simpler, service sharper and decisions faster. That is how we keep goods moving, the Booth's way.



**James Beckwith**  
TMS Transformational Lead



# FROM COMMITMENT TO ACTION: Hydrogen on the road

## What our first commercial hydrogen transport project revealed about performance, partnerships, and the path to greener freight

In December we were privileged to be offered the opportunity from Hiringa to work on their new Solar Farm project in Ruakaka just south of Whangarei. This consisted of the import of 27 containers, devanning and transporting the contents to Ruakaka. While this may sound relatively easy, they had a catch for us. Hiringa wanted it done with the least amount of CO2 emission possible. With the containers already on the water heading for the NZ shores, our “Can Do, Will Do” attitude prevailed and we said yes and then set about sourcing a low emissions vehicle just for this task.



With the help of TR Group, we came up with a combination that was going to hit all the targets set by Hiringa. We enlisted the use of a GBV hydrogen-fuelled prime mover towing a quad trailer, which looked an impressive combination once it was hooked up and ready to get to work. This was the first real test of the unit in a commercial sense on a project job, and this was the ideal time to put it to work.

Our first step into the world of hydrogen was exciting, there were some challenges along the way that we had to overcome, like training our drivers to operate a hydrogen powered vehicle to be able to achieve fantastic economic results, while embracing the new technology and fuel type. The truck never missed a beat and performed just the same as a conventional diesel-powered unit completing two trips a day covering 650km. All this done with zero CO2 emission and only water particles being released.

From a driver's perspective, the first couple of trips were interesting, no noise coming from an engine to help you through the gear changes instead it was more a case of watching the gauges and making sure you were in the correct gear to achieve the best performance from the truck. Hearing a 40-tonne combination come towards you with no noise was quite an uncanny experience, but after a couple of trips it was the new norm.

The pricing surprised us too, with Hiringa commenting that overall, the cost of using a hydrogen vehicle added less than 1% to the overall budget of the project and only a 5% increase on conventional diesel-powered trucks doing the same task. Yet what we also achieved, was not releasing 10 tonnes of CO2 emissions into the atmosphere.



**Daniel Dalkie**  
National Freight Network Manager



**Watch the  
video here**



**Or read the  
full case  
study here**



# KEEPING FREIGHT MOVING, WHATEVER THE CHALLENGE

## Why our Bullet Service sets the benchmark for reliable inter-island transport

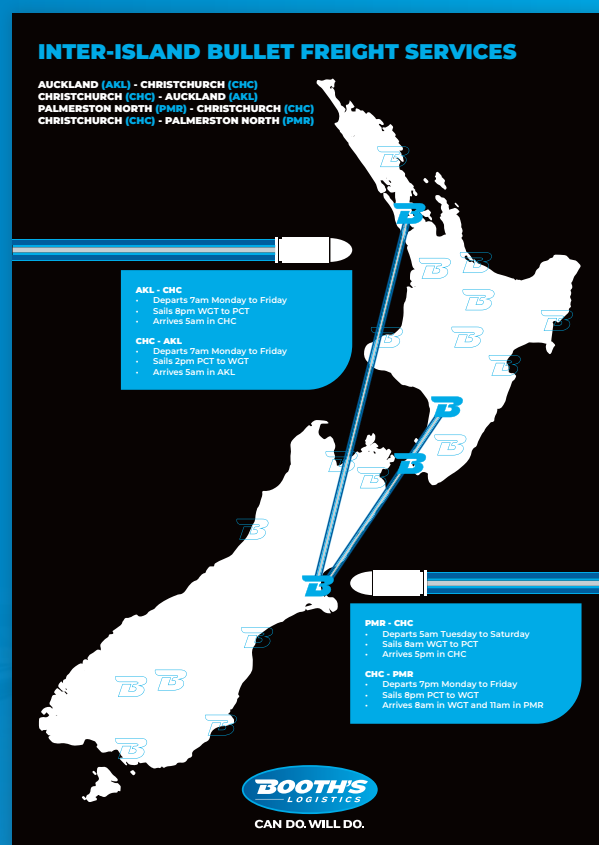
Our Bullet Service between Auckland, Palmerston North, and Christchurch, and the return journey, remains our premier inter-island freight solution for customers who need speed and certainty. Designed to move freight across the Cook Strait as quickly and efficiently as possible, this dedicated service departs daily and delivers freight to the destination branch in under 24 hours.

Once freight arrives, it's immediately positioned to meet connecting units for the final leg of its journey. That may be a direct delivery from branch to customer, or a seamless transfer onward to another branch to complete delivery, ensuring minimal dwell time and maximum momentum through the network.

Keeping this service running to schedule is a priority. When ferry disruptions, weather events, or road closures occur, we pull out all the stops, adding additional units into the circuit where required to protect transit times and keep freight moving. This built-in flexibility is what allows our Bullet Service to consistently deliver, even when conditions are challenging.

Due to strong uptake and growing demand for fast, reliable inter-island freight, we're expanding the Bullet Service with a new departure from Hamilton from August. This additional lane will further strengthen our network, improve service frequency, and enhance the overall customer experience.

**Our goal is simple:** to deliver freight to all main centres within 48 hours of collection. In many cases, freight collected in Auckland on Monday is delivered to customers in Christchurch by Wednesday, and sometimes even further afield, providing a fast, dependable solution for time-sensitive freight across New Zealand.



**Download  
this map**



**Daniel Dalkie**  
 National Freight Network Manager

# UNSUNG HERO CAMPAIGN

At the beginning of 2025 Booth's Logistics introduced the Unsung Hero Campaign, an initiative designed to recognise and celebrate the team members who consistently go above and beyond.

Every day, across all branches, we have individuals who give their all without expecting recognition. They show up with a positive attitude, support their workmates, and embody our "Can Do, Will Do" spirit. The Unsung Hero Campaign was created to shine a light on these individuals and to ensure their hard work never goes unnoticed.

## How It Works

Every couple of months, a company-wide email is sent outlining what makes an Unsung Hero and inviting team members to submit anonymous nominations via a dedicated link. The team are encouraged to highlight a colleague and share why they believe that person deserves recognition.

Nominations remain open for roughly 3 weeks, with a reminder email sent out in the final days before closing. Once submissions are received, a small team carefully considers each nomination and selects the monthly Unsung Hero based on the stories and examples shared.

The winner is then contacted directly, presented with a \$100 Prezzy Card, and celebrated across our social media channels.

## The Impact

The feedback on this programme has been incredibly positive. We've loved reading the nominations and learning about the extra effort, teamwork, and initiative happening behind the scenes every day. It's a powerful reminder of the strength of our people and the culture we're proud to build together.

Thank you to all our staff for the dedication and commitment you bring to Booth's Logistics each day. An extra special congratulations to our past Unsung Heroes, you really show the difference a "Can Do, Will Do" attitude can make!



Aaron Turner



Alyse Ludlow



Ben Paul



Mike Sands  
& Terry Northcott



# GROWING STRONGER: OUR NATIONWIDE PROPERTY EXPANSION

**As our network continues to grow, so too does our commitment to delivering reliable, efficient logistics solutions across New Zealand. In recent months we've made a number of strategic property investments and relocations to strengthen our regional presence and better support our customers. Here's a look at what's been happening across the country.**

## November 2025

To support our continued growth across the Central Otago region, we relocated our Cromwell branch to a purpose-built logistics facility on Harvest Road. This new site delivers full undercover freight handling alongside secure, scalable warehousing, setting us up for the next phase of regional expansion.



## February 2026

February marked further momentum across the South Island with two key relocations:

- Our Nelson branch moved to 13 Elms Street, Stoke, enhancing both freight handling efficiency and warehousing capability.



- Our Timaru branch transitioned to a larger site at 88 Meadows Road, giving us the capacity needed to support ongoing growth throughout South Canterbury.

## April 2026

In the Waikato, we relocated from Te Awamutu to a brand-new, temporary facility at 4 Spence Way, Horotiu, where we will remain until our new, specifically designed and built facility is completed in the first half of 2027.

Directly across the road, construction is underway at 136 Kohia Drive, our first purpose-designed and built Booth's Logistics facility. Scheduled for completion in the first half of next year, this site will become the blueprint for our future provincial branches nationwide.

These investments are all part of our long-term vision to build a stronger, more capable logistics network. As we continue to grow, our focus remains the same — delivering dependable service and creating smarter solutions for our customers across New Zealand.

**Bob Cleland**  
Special Projects Director





# BOOTH'S & DUTHIE CONTRACTING - Partnering for Safer, Smarter Sites

Booth's is proud to announce the launch of our new Traffic Management Plan (TMP), a major step forward in creating safer, clearer, and more consistent operating environments across Auckland, Christchurch, and Palmerston North.

This work represents months of people-led design, with more than 60 employees and contractors interviewed across roles including owner drivers, forklift operators, operations, planning, dispatch, H&S, and administration. Their practical experience shaped every decision, ensuring the final design reflects the realities of our sites, not theory on paper.

*"The people living or working in a particular environment have the best insights into its challenges and potential."*

To bring this to life, Booth's has partnered with Duthie Contracting, combining our operational knowledge with their specialist expertise in traffic management, physical controls, and site implementation.

## What's changing?

Across all three Tier 1 sites, we've completed or are finalising:

- **New line marking and equipment installation**
- **Driver Safety Zones** designed with driver visibility, proximity, and usability in mind
- **Improved wayfinding** including clearer entry cues, pedestrian pathways, and crossing points
- **Physical barriers and walkways** to strengthen separation between people and mobile plant
- **On-site run-throughs and three week support periods** to embed new behaviours and gather feedback

These improvements directly respond to the themes raised in the worker interviews.



### Why this matters

This TMP isn't just a compliance exercise - it's a shift toward safer, more predictable, and more efficient yards.

### People-led design means:

- Solutions that match how our teams actually work
- Higher uptake and stronger safety culture
- Reduced risk through clearer expectations and physical cues
- Better experiences for drivers, visitors, and staff

As the summary states, this approach delivers “practicable solutions based on the needs of key stakeholders” and improves innovation by focusing on real issues that influence behaviour.

### What's next?

#### Over the coming weeks, Booth's will:

- Finalise the TMPs for the stage two sites
- Complete line marking and equipment install
- Deploy to Palmerston North and tier two sites in July
- Support sites with communications, training, and supervisor coaching
- Continue refining layouts based on on-the-ground feedback

This is a significant milestone for Booth's - a modern, consistent traffic management approach built with our people, not for them.



**Genevieve Power**  
National Health & Safety Manager



## MEET JESSICA



### Jessica Holes

**Health & Safety Business Partner – Upper North Island**

We're delighted to welcome Jessica Holes to the Booth's team as our new Health & Safety Business Partner for the Upper North Island. Jessica joins us with extensive experience supporting high-risk, frontline, and night shift operations across construction, infrastructure and manufacturing.

Over her career, she's built a strong reputation for her people-first, practical approach to safety. Jessica is known for building trust with crews, leading calm and confident investigations, and turning compliance into real-world safety practices that actually get used. She brings deep capability across critical risk management, wellbeing focused safety conversations, training, and stakeholder engagement.

Based in Auckland, Jessica partners closely with our operational teams and leaders to strengthen safety culture, lift engagement, and support our people to work safely every day. We're excited to have her on board and confident she'll make a real difference for our teams and our business.

When she's not out on site, you'll find Jessica playing women's rugby or league, or getting involved in mental health and wellbeing initiatives.

## WELCOME AMBER



### Amber Hale

**Health & Safety Coordinator**

We're thrilled to welcome Amber Hale to the Booth's team as our new Health & Safety Coordinator. Amber joins us with a diverse background spanning health and safety, forestry industry, management, and finance - bringing a rare blend of operational understanding, people skills, and strong administrative capability.

Across her recent roles in health and safety administration, account management, and recruitment, Amber has built a reputation for being organised, proactive, and calm under pressure. She's experienced in incident reporting, JSA development, SiteWise submissions, contractor management, and producing board-level reporting. Her ability to connect with people, understand how teams work, and keep systems running smoothly makes her a great fit for our fast paced environment.

Amber plays a key role in supporting our safety systems, strengthening compliance, and helping our teams stay focused on what matters most - getting everyone home safe. We're excited to have her on board and confident she'll make a real difference across our operations.

When she's not at work, you'll find Amber coaching sports, staying active, or spending time with friends and whānau. With a background in personal training and leadership, she brings plenty of energy and a genuine passion for supporting people to thrive.

## WELCOME MOHAMMED



### **Mohammed Naushad Newaj**

Senior Finance Business Partner – North Island

We're pleased to introduce Mohammed Naushad Newaj as our new Senior Finance Business Partner – North Island, based in our Auckland office.

In this role, Naushad partners closely with our Branch Managers and Sales Leads across our freight operations to drive financial performance, strengthen commercial decision-making, and enhance operational efficiency. As a Senior Finance Business Partner in Freight, he plays a key role in translating financial data into practical insights, supporting gross margin improvement, optimising fleet utilisation, and enhancing capacity capability across the network.

Naushad brings over 17 years of experience in the New Zealand supply chain industry, including more than nine years in logistics and warehousing. His strong operational understanding, combined with financial expertise, enables him to identify performance opportunities and support sustainable growth throughout the North Island business.

## INTRODUCING GRAHAM



### **Graham Clarke**

Finance Business Partner – Containers and Warehousing

We're pleased to introduce Graham as our Finance Business Partner – Containers and Warehousing, based in our Wellington office.

In this role, Graham works closely with our containers and warehousing teams to support strong financial performance across the division. He provides detailed financial analysis, practical advice, and reporting support to help our teams effectively manage their operations and make informed commercial decisions.

Graham also partners with the wider Booth's finance and sales teams on service pricing, and works directly with customers when required to assist with issue resolution and information needs.





**CAN DO. WILL DO.**



# GROWING FUTURE TALENT: Meet our first graduate, Ahri Bhinti

**At Booth's, we've always believed the best way to build the future of our business is by growing our own talent.**

Our new Graduate Programme is an exciting step in doing exactly that - bringing fresh thinking, curiosity, and energy into the business while giving graduates the chance to learn the logistics industry from the ground up.

The programme is designed to give graduates a 12-month, hands-on experience across different parts of the business, helping them understand how Booth's operates end-to-end. Over the course of the year, graduates rotate through several areas including customer service, planning, dispatch, warehousing, and support services such as sales, finance, health and safety, and people and capability.

This approach gives graduates a real appreciation of how everything connects, from the moment a customer picks up the phone to the moment freight arrives safely at its destination.

## **Introducing our first graduate**

We're thrilled to introduce Ahri Bhinti, the very first participant in the Booth's Graduate Programme.

Ahri first joined Booth's through the PACE programme at the University of Canterbury, where she impressed the team with her enthusiasm, curiosity, and willingness to get stuck in. After completing her studies, she officially joined the Booth's team as our first graduate.

Ahri has recently completed her first two rotations through the Graduate Programme, spending time with both our Christchurch Customer Service and Sales teams. During these rotations, she has gained valuable insight into customer relationships, order management, business development, and the fast-paced environment that keeps freight moving every day. The experience has given her a well-rounded understanding of both delivering exceptional service and supporting the growth of our customer base.

Ahri is now currently doing a rotation within our Container Operations Department.

## **A bright future ahead**

Those who have worked with Ahri will already know she brings plenty of energy, positivity, and curiosity to the team. Bright, bubbly, and eager to learn, she has quickly become a valued part of the Christchurch branch.

The Graduate Programme is designed to help talented people like Ahri build a deep understanding of our business and develop the skills needed to grow into future leadership and specialist roles within Booth's.

We're excited to watch Ahri's journey unfold and see where the programme takes her next.

Welcome to the team, Ahri, we're glad you're on board.



# SMARTER FREIGHT, BETTER ACCURACY

**Smarter measurement, better labels and well-prepared freight all contribute to a safer, faster, and more transparent network, keeping your goods moving the Booth's way.**

## A few simple tips go a long way:

- Use A4 labels for maximum readability
- Choose weather resistant, strong adhesive stock
- Apply two labels on different sides of each item
- Give every item its own unique label

These steps speed up scanning and improve end-to-end traceability.



At Booth's Logistics, we focus on practical improvements that make a difference. Easier to scan labels, assisting customers to ensure their freight is prepared to travel, and accuracy on the road, play an important component in that. With recent upgrades across our network, we can now validate dimensions and weights as consignments move through our depots. Plus, updated labelling and packing guidelines also help freight flow through our network without unnecessary delays.

## Make your labels work harder

Clear, durable labels are one of the easiest ways to keep freight moving without interruption. To get the best results, print labels directly from the B CONNECTED customer portal so they include the right data and scannable barcodes.

## Getting measurements right

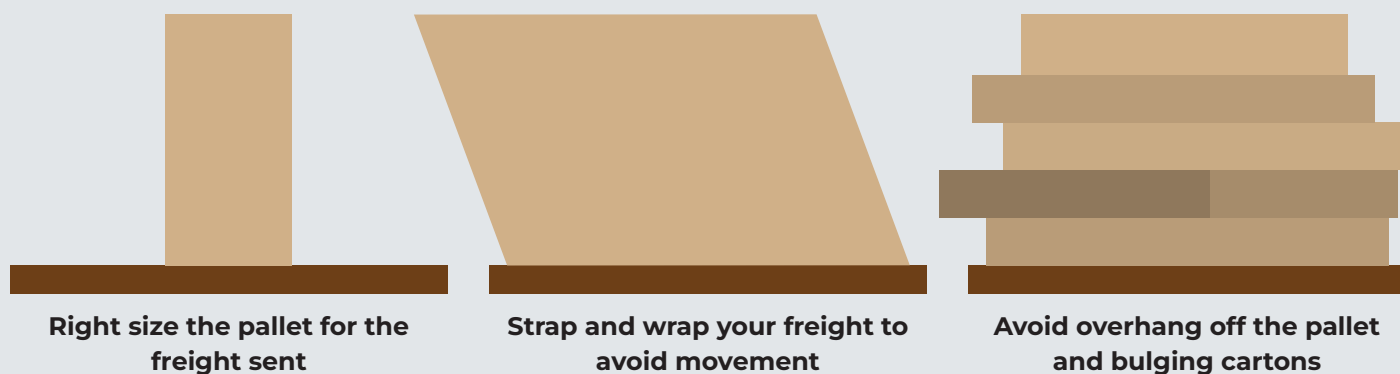
Accurate weight and dimensions are essential for safe loading, effective route planning and correct space allocations in services. Our strengthened remeasure and reweigh capabilities allow us to verify declared information in network. This supports compliance with New Zealand transport regulations and helps prevent delays caused by incorrect declarations.

## Reduce your cube: Small changes that add up

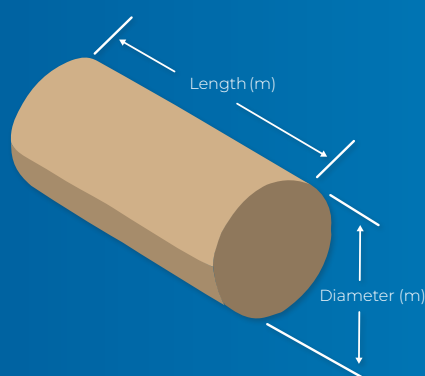
Right sized and well-prepared freight not only protects your goods but can also lower your cubic charge. Here are some easy wins:

- Right size pallets to the freight to avoid excess footprint
- Avoid overhang, bulging cartons or leaning freight, which can increase measured dimensions and cause damage

- Keep freight stable and secure with banding, bracing or wrap so dimensions remain consistent in transit
- Right size packaging to minimise void space
- Always measure L x W x H including the pallet
- Consolidate smaller items where practical to reduce handling and total space used

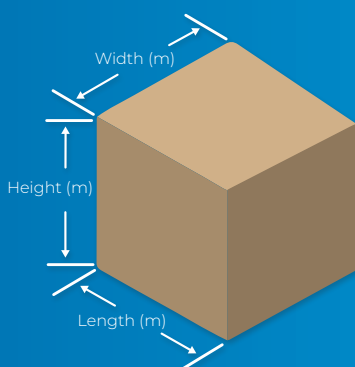


## Tips on how to measure cubic volume:



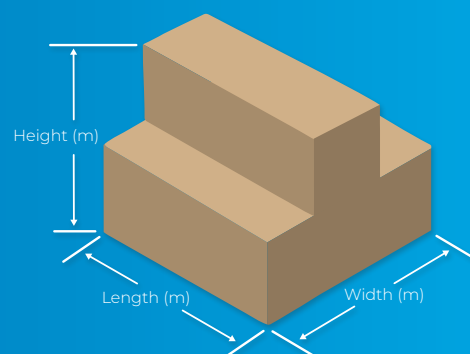
### CYLINDER

$$\text{Volume (m}^3\text{)} = \text{Diameter (m)} \times \text{Diameter (m)} \times \text{Length (m)}$$



### BOX

$$\text{Volume (m}^3\text{)} = \text{Height (m)} \times \text{Width (m)} \times \text{Length (m)}$$



### IRREGULAR SHAPES

$$\text{Volume (m}^3\text{)} = \text{Height (m)} \times \text{Width (m)} \times \text{Length (m)}$$

## We are here to help

Our Sales and Customer Experience teams are available to review your current measurement process and master data and share label templates and packing guides. If you would like a quick check of your most common freight profiles, we are happy to work through them with you and suggest practical tweaks to ensure we can move your freight throughout the country efficiently.



**Fraser Beckwith**  
**Senior Business Analyst**



# MODERN REPORTING FOR REAL TIME DECISIONS

## Integrated platforms, live dashboards, and improved metrics

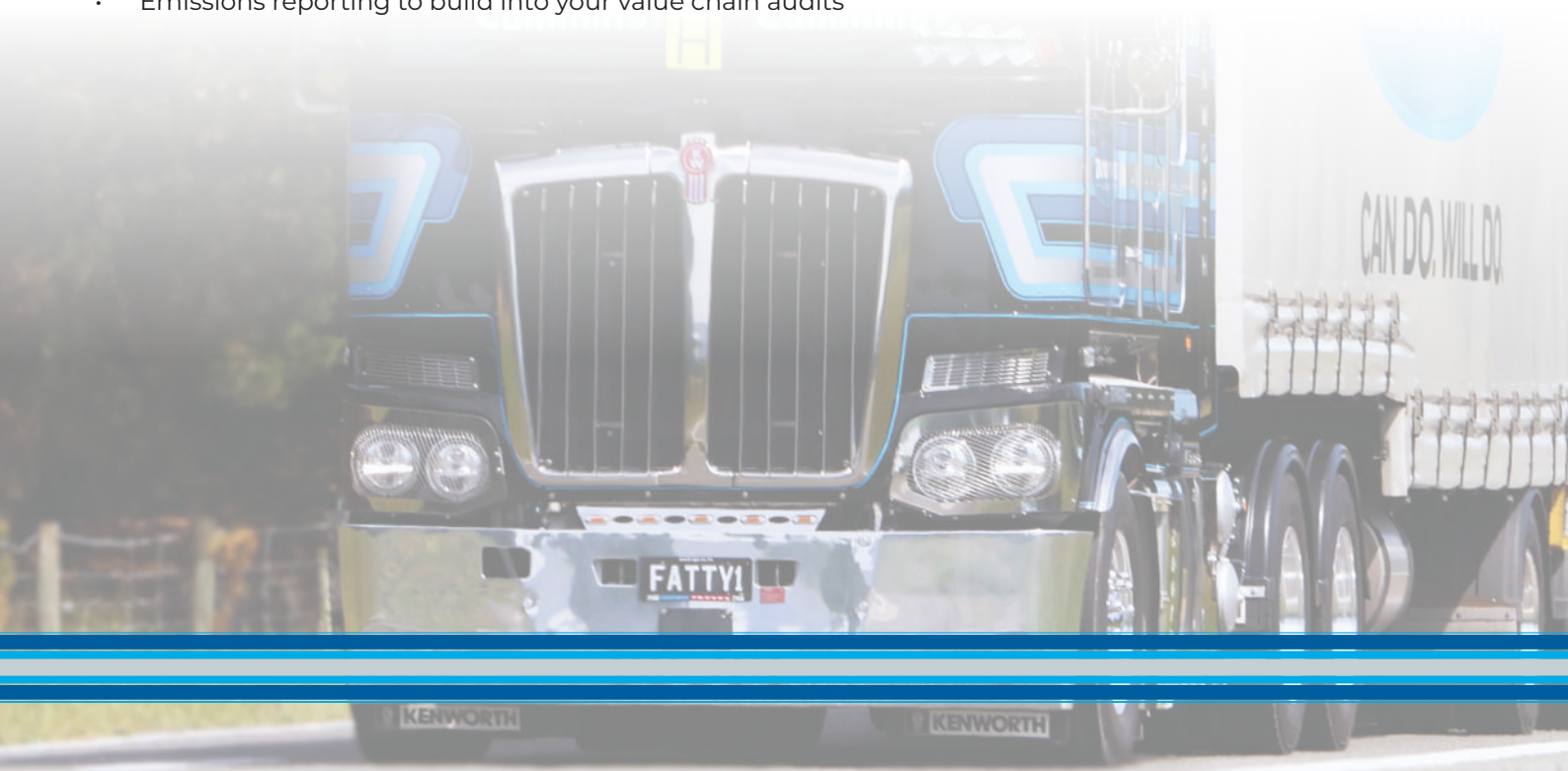
The Booth's analytics team has been busy making data easier to see, trust and use by providing a modernised report theme and a consistent look across dashboards and scheduled reports. Navigation is simpler, key measures are now front and centre, and each view includes quick drilldowns so you can move from signal to root cause without delay. These improvements are designed for daily operational stand-ups, branch control rooms, customer partnership check-ins, and executive reviews.

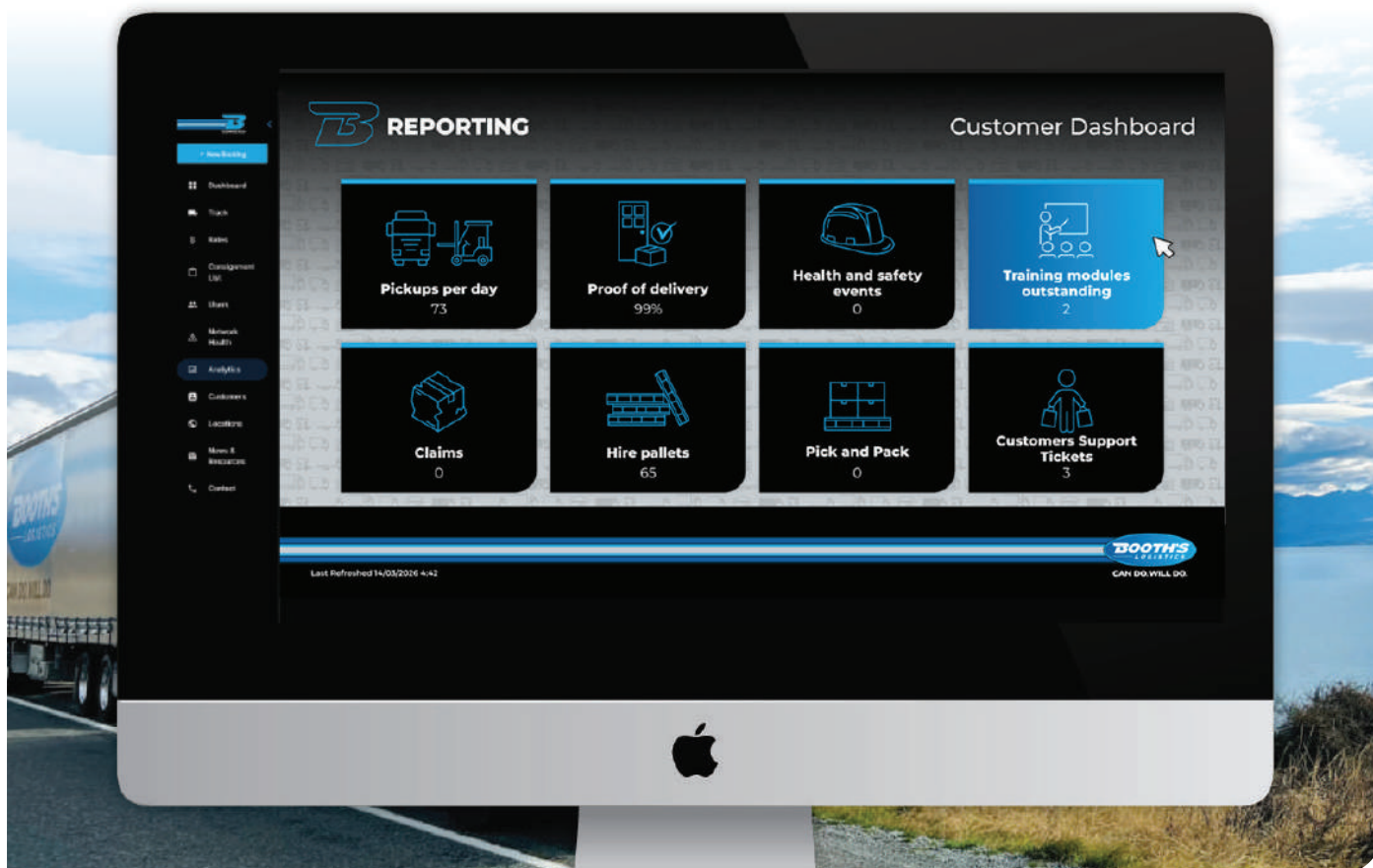
### Embedded B-Reporting, built into the way you work

Our Embedded B-Reporting service will surface live operational and customer data in context. Instead of exporting and emailing static files, you'll be able to work with current data inside analytics views. These dashboard patterns build on the technology foundations outlined in our recent updates, including our B CONNECTED and TMS work programme, as part of the ongoing lift in digital capability across the network.

### Customer insights available:

- DIFOT, on time performance and exceptions
- POD timeliness and dwell time at handover points
- Safety and compliance checks completed
- Pick, pack and dispatch cycle time in warehousing
- Claims tracking
- Emissions reporting to build into your value chain audits





### Feature spotlight: emissions reporting that is Toitū compatible

As part of this release, we are excited to include emissions reporting that is compatible with Toitū aligned carbon accounting. This gives our customers confidence that data is prepared against recognised standards and supports ISO aligned audit needs. This also builds on our partnership with Toitū Envirocare through the CarbonReduce programme and our wider sustainability commitments.

### Governance, accuracy, and access

Good decisions rely on good data. We are strengthening master data controls, aligning definitions for key measures, and using role-based access so you can see what you need, when you need it. Our customers can gain access to tailored dashboards through the portal, where our team can align metrics to your goals and help you use the data in your daily rhythm.



**Fraser Beckwith**  
Senior Business Analyst



A map of New Zealand is overlaid on a background image of a road winding through a mountainous landscape. The map is filled with a bright blue color, and numerous white Booth's logos (a stylized 'B' with a horizontal line) are scattered across it, representing the company's extensive network of branches.

# “THE BOOTH’S WAY IS TO FIND A WAY”

For our customers, for our team, and  
for our communities - Craig & Trevor Booth



**20+**

branches, with 40+  
facilities across  
New Zealand



**400+**

modern trucks



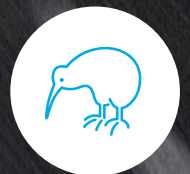
**800+**

strong team



**130,000<sup>+</sup>m<sup>2</sup>**

warehouse storage



**100%**

kiwi owned  
and operated

