

## ANZ Distributor profile for PA export toolkit

1. Name of company: Bookreps New Zealand Ltd

2. Contact(s) and details: Susan Holmes [susan@bookreps.co.nz](mailto:susan@bookreps.co.nz)

3. Address and location:

2/39 Woodside Avenue, Northcote 0627 Auckland New Zealand

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15 mins by car N of Auckland CBD, across Auckland Harbour Bridge on north shore

4. Website address: <http://www.bookreps.co.nz>

5. Geographical coverage: New Zealand

6. General description including areas of specialism if any:

- Long-standing (1996) independent distributor of a wide range of non-fiction
- Agencies include publishers from Australia, United Kingdom and United States
- Shareholding connection with John Reed Books, Australia (see JRB entry)
- Sell into all channels, including local online retail
- Booksellers regularly visit, particularly in busy seasons, to buy on a 'cash-and-carry' basis.
- Particularly strong in the gift market

6. Warehousing facility and location: on site

7. Policy and criteria for distributed list selection, if any:

General and niche non-fiction lists considered. Compatible company ethos an important factor.

8. Sales and marketing team details: 6 commission reps (3 in each of North and South islands of NZ), one covering special sales

9. Customer base:

10. Normal business model(s) for distributor trading: mostly firm sale, consignment for more specialist lists

11. Stocking and replenishment policy: Sea-freight, drop-shipments from East Asia printers, strong commitment to local backlist stockholding

12. Use of local printing and Print on Demand (POD): N/A

13. Lead times for new title information ahead of overseas pub: flexible, but high-quality sales material from publishers crucial

14. Attendance at international bookfairs:

15. Sales conference season if any: