

TARANAKI REINFORCING

SMALL ENOUGH TO CARE
BIG ENOUGH TO DELIVER



DANIEL'S SUCCESS STORY

IN 2006 DANIEL DONOVAN CAME TO TARANAKI WITH HIS FATHER DANIEL DONOVAN SNR AS A STEEL FIXER IN THEIR BUSINESS COAST REINFORCING TO PLACE STEEL ON THE KUPE PROJECT.

There he learned the finer points of the trade working with his father.

“Dad had a steel-fixing business, and I started with him after school, I tried to get out of the industry a couple of times, but the steel always pulled me back and Dad and I went into business.”

In 2009 the effects of the recession were affecting the Taranaki energy sector and Daniel and his dad retrenched to Auckland. “We had ongoing work on placing steel at the Stratford Power Station and it was this that pulled us through the recession.”

“In 2012, I was tying steel for my business, West Coast Reo, on projects for Todd and Fulton Hogan. The following year I combined placing with cut and bend and started up Taranaki Reinforcing in a back street yard here in New Plymouth.”

DANIEL DONOVAN, A MAN OF STEEL

A modest man, Managing Director, Daniel says the success of his company hasn't had time to sink in. “I've been really busy, and I've had my ups and downs like many other businesses, but it's all happened so quickly.”

“There were only two of us, it was all manual lifting. We didn't have a crane, we just had a little forklift, and a couple of machines I brought in from China,” he recalls with a smile.

When Daniel started Taranaki Reinforcing in 2013 he was determined his business would be Taranaki owned and operated, embrace honesty, integrity, look after people and provide the level of service he learned from his father.

In just eight years Daniel's work ethic and ability to think strategically has resulted in phenomenal growth for the business. They now operate throughout much of the North Island and have 23 staff, and 17 subcontractors acting on their behalf in the North Island.

Taranaki Reinforcing's office is in Constance St, and their main cut and bend workshop moved to Bridle St in late 2020, to cater for the rapid growth.

OUR CUSTOMERS

Taranaki Reinforcing caters for everyone, irrespective of size. “We often get local builders and DIY handymen walking in off the street wanting to buy various items.”

Daniel counts several local builders, including Chris Bell and Bell Building as regular clients, along with industrial companies Fulton Hogan and Downers, and commercial construction clients Clelands and Livingstones.

“We'll deal with anyone, from the DIY guy who wants to pour a driveway,

to someone building a large scale commercial building or an oil and gas company developing an industrial site”, says Daniel.

Taranaki Reinforcing has an in-house placing team. A lot of contractors place steel cut and bent by other workshops, for other companies.

“My background is in placing, when you supply reinforced steel, someone has to place it into the ground and that's placing, which we will do for our customers. Our steel fixing team go on to the client's site to place the steel which makes us a responsive one-stop-shop for reinforcing.”

TARANAKI PROUD

Service is what Taranaki Reinforcing is all about. “If something is not quite right we'll fix it within 24 hours whenever possible. We value our relationships and our reputation.”

“We are Taranaki and reinforcing proud. We joined the Taranaki Chamber of Commerce this year to further establish ourselves as we continue to grow and develop.”

“We have found the Chamber to be very supportive, helpful in ways that we hadn't considered and recommend all businesses join the Chamber to be promoted and have your interests protected.”