

# The Winning Formula of Wynn Fraser

**W**ynn Fraser is undoubtedly one of Whangārei's most iconic business names, which is not surprising given its origins began back in 1948, when its namesake, local identity and entrepreneur bought the general store in Ruakaka.

From those humble beginnings Wynn Fraser has become the largest independently owned coatings distributor in New Zealand. The business was purchased in 2017 by Allan Gray and he has been integral in the company's continuing growth. Allan attributes the ongoing success of the company to his team, not only their passion but their constant upskilling and training on the latest products from around the world.

Wynn Fraser cater to a multitude of industries; including marine, automotive, industrial, decorative, and wood care and by holding firm to their belief in only ever supplying the best products from the best brands, their customers know they can rely on the advice from the team behind the counter or on the road. Whether you are trade or DIY you will find the coating solution you are looking for at 8 Okara Drive, Whangārei.

Wynn Fraser was a local man who had been working at the Auckland Savings Bank for 20 years when the call of Northland became too much, so he decided to return north with his family. Wynn saw potential in the Ruakaka General Store and that is

where the Wynn Fraser legacy began 75 years ago. It is incredible to think that Allan hails from the same Scottish region as Wynn, this he believes strengthens his connection to Northland and his strong belief for the successful future of the region.

## Significant Community Involvement

Wynn Fraser as a company have been involved in some very cool projects over the years, including the Camera Obscura on the popular Hātea Walkway, which is enjoyed by not only locals, but tourists alike. In fact, there are not many cars, buildings, bridges, or boats that do not have Wynn Fraser coatings or ancillary products on them.

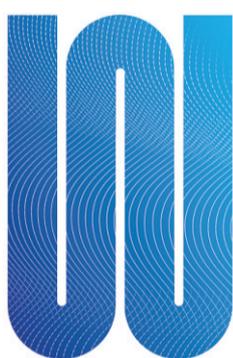
Allan and the Wynn Fraser team are also proud to be a sponsor of many worthy causes including a wide range of local sports clubs, community groups, heritage and arts organisations, schools, plus recognised charities; Collaborationz, Cancer Society, CanTeen, Lions Club, North Haven Hospice, Sport Northland, Youth Zone and many more. With their key sponsorship being Northland's Emergency Rescue Helicopter, which the company have proudly sponsored since 2006.

Wynn Fraser look forward to continuing their support to the local community, charities, and organisations. Allan, Joan and the team would like to extend an invitation to all Northlanders and visitors to Whangārei to call in to the store for a chat anytime.

**Wynn Fraser is the home of paint experts, offering exceptional advice, service and distribution to our trade and retail customers.**

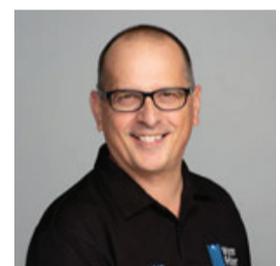
We help our customers to find the right paint solution, every time.

Working with the best paint systems in the world, our highly experienced team specialise in providing outstanding service to the automotive, marine, decorative, furniture and industrial trades.



## The Wynn Fraser Fingerprint

Back in 2017 when Allan took on the business, Allan wanted to stay true to the brand and respectful of the history that came with it, namely, Wynn Fraser, Barry Golding and Mike Verkuylen. Wynn Fraser has a bit of a ring to it and with a desire to modernise the brand and incorporate the Gray DNA, Allan recruited a local marketing company to assist and from there the fingerprint was born. The lines that you see running through the brand is in fact symbolic of the Gray family thumb print. Pretty cool idea ay!



**Allan Gray**  
OWNER

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[www.wynnfraser.co.nz](http://www.wynnfraser.co.nz)

**Opening Hours:**  
Monday - Friday 7.00am to 5:00pm  
Saturday 8:30am to 12:30pm  
Sunday Closed



**AUTOMOTIVE**



**DECORATING**



**INDUSTRIAL**



**FURNITURE**



**MARINE**