

GDM  
good design matters.

*Look Book*  
2025





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***Good Design is building new ideas  
on strong foundations.***

## OUR STORY

True to the meaning behind the acronym - Good Design Matters - GDM recognises that the best design-thinking never stands still. We're constantly evolving, challenging ourselves to improve what we do while holding fast to what works.

At GDM, we're committed to a new era of innovation and improvement, building on over 45 years of expertise as a leading retail fixtures designer and manufacturer.

Since joining the Bartley Group business family in 2024, our team has embraced the opportunity to refine production processes and sharpen our focus on continual improvement as a design-led manufacturer.

We're investing in new equipment, streamlining operations, and expanding our team's capability with new skills - all to ensure we're better, smarter, and stronger for the future.



Brendon Bartley  
Managing Director



# GROCERY

*We create solutions from aisle-to-aisle and everywhere in between.*

- Gondolas
- Point-of-sale displays
- Bakery displays
- Produce stands
- Liquor shelving



# RETAIL

*Our engaging displays solutions enhance your customer's experience.*

- Wall shelving
- Sales counters
- Display tables
- Store-in-store display
- Shop fixtures



# PHARMACY

*We've developed efficient dispensary systems and space-saving displays.*

- Medishelf dispensary
- Park-It Medishelf
- Point-of-sale display
- Shelving & gondolas
- Wall bay displays

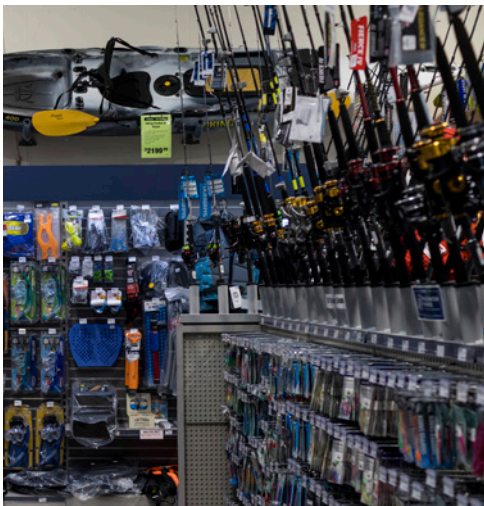




# HARDWARE

**Our DIY-friendly spaces and versatile fixtures keep customers engaged.**

- Service & sales counters
- DIY design systems
- Gondolas & shelving
- Store-in-store display
- Impulse & point of sale



# SERVICES

Our end-to-end process gives customers the flexibility to access the exact support they need, whether that's a single fixture or a complete, design-led rollout.

It all begins with consultation. Our team works closely with individual businesses, retail chains, and organisations to understand their specific needs and vision.

From there, we engage our design and engineering team. Our design-led approach combines creativity and practicality. We develop solutions that are durable, functional and innovative, aligning with our clients' individual needs. Once we've identified a solution, our manufacturing teams bring it to life using high-quality materials and uncompromising craftsmanship.

We build partnerships with your needs in mind, working closely with clients to understand their schedules, anticipate demand, and deliver products. Our warehousing capacity gives us the flexibility to stock products for customers with high-volume production or installation needs.

GDM co-ordinates installation services, as needed, ensuring everything is installed accurately and efficiently.

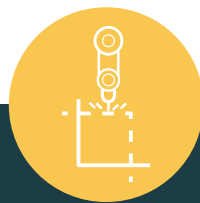
Our goal is simple: a seamless experience and a flawless finish.



*Consult*



*Design & Engineer*



*Manufacture*



*Install*



***DURABLE***

***VIBRANT***

***CONTEMPORARY***

***VERSATILE***







DRARY



# OFFICE & RECEPTION

**We help you create inviting, practical spaces for visitors and staff.**

- Service kiosks
- Collaboration spaces
- Computer/tech pods
- Work/focus pods
- Office furniture

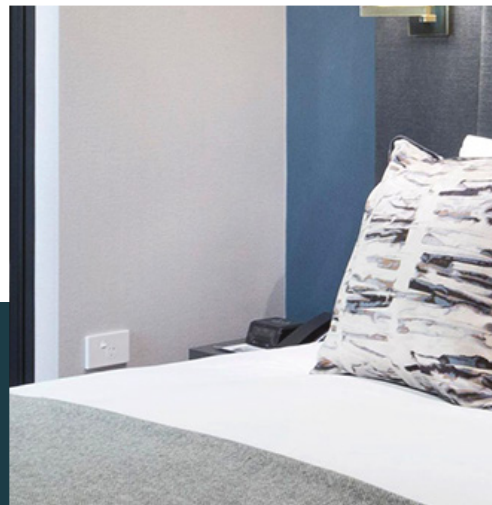
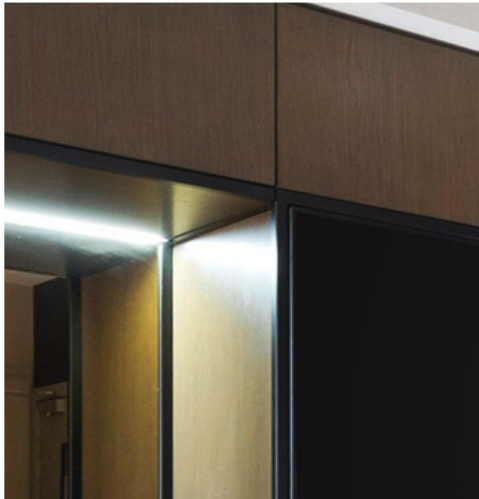




# HOTEL & HOSPITALITY

**We deliver comfort, style and quality your guests will love.**

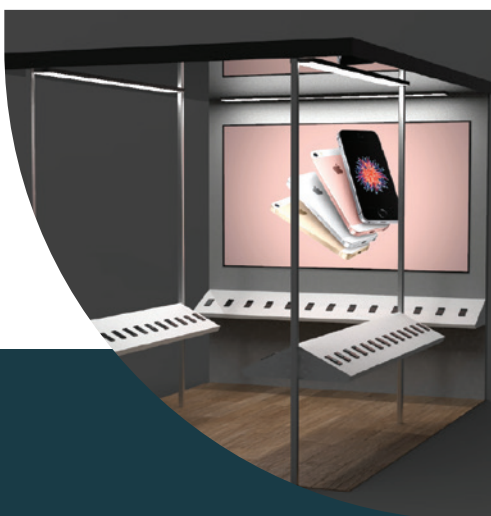
- Reception areas
- Check-in counters
- Bedroom furniture
- Bathroom fixtures
- Bar & eatery fixtures



# IN-STORE DISPLAYS

**Our engaging display systems turn casual browsing into sales.**

- Impulse displays
- Store-in-store
- Point-of-sale fixtures
- In-store service areas
- Standalone displays



# SPECIAL PROJECTS

**We create inspired, custom-made designs uniquely for you.**

- Bespoke designs
- Brand-specific displays
- Unique projects
- High-profile brands
- Problem-solving







**GOOD  
DESIGN**

**M**

The background image shows a dark industrial setting. A robotic arm with a corrugated hose is positioned above a work area. Below it, there's a large piece of machinery, likely a wood mill or planer, with a stack of wood or panels on its bed. The brand name 'BIESSE' is visible on the side of the machine. The overall tone is dark and professional, with yellow text and dots providing a strong contrast.

**BIESSE**





# GN MATTERS.



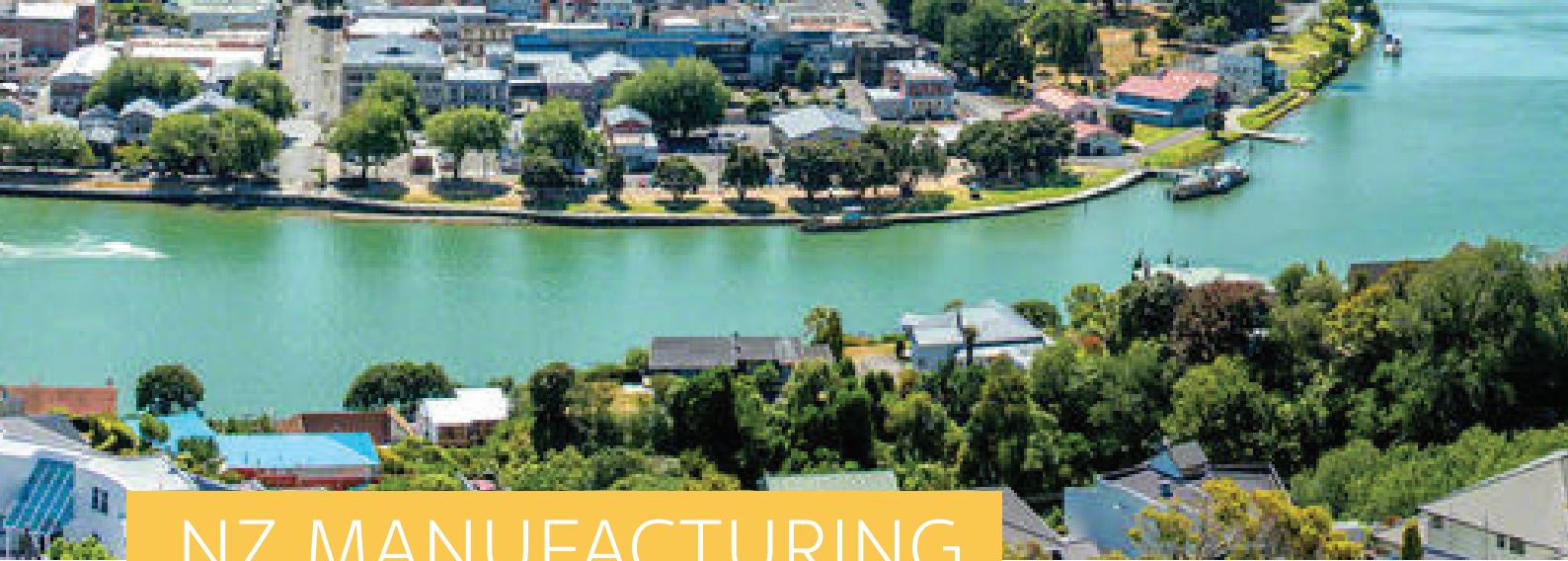
## Our Ownership

In 2024, GDM entered a new era under the ownership of Bartley Group Holdings, an intergenerational, family-owned group based in Whanganui. With deep roots in the manufacturing sector and a reputation for building diverse, resilient companies, the Bartley Group brings experience, stability, and a long-term vision to GDM's future.

Backed by a group that understands the importance of community, sustainability, and innovation, GDM is well-positioned to keep growing in capability, confidence, and connection. We're also proud of the Bartley Group's commitment beyond business. Through the Robert Bartley Foundation, the Group actively supports community wellbeing and access to essential health services.

The Bartley's purpose-driven leadership shapes a group-wide mission: to build successful, enduring businesses that care for people and give back.

The Group's portfolio of businesses across New Zealand and Canada reflects their commitment as long-term investors focused on business diversification, regional development, and positive community impacts.



# NZ MANUFACTURING

Where we're from matters to us. Being a locally owned and operated business shapes who we are, what we value, how we work with others.

Being connected to this place means having a strong sense of responsibility. We're a Kiwi business through and through. We value fairness, integrity, our community, our environment, innovation, practicality, open-mindedness. We value the things that are important to you.

This is where our work begins. We're right here, in the heart of Whanganui's manufacturing district. Here, with the ever-changing Awa flowing alongside us as we work. Right here, just beyond the river mouth and the Tasman Sea crashing against the beautiful black sand of the wild West Coast. Where we're from matters to us and it makes a difference in the work that we do.



SCAN ME



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