

Scrapman

Venturing out on their own, and with decades of experience, Mike and his business partner in Bay of Plenty each opened a Scrapman branch seven years ago.

Placing importance on the customer experience, Mike and his skilled team of handling experts run a tight ship; their yard is tidy, safe and organized with superior equipment.

Their friendly and helpful approach busts the myth that scrap metal yards are intimidating, and paying top dollar for all forms of metal and machinery means customers walk away happy.

Growing quickly from 10 bins to 160+ Scrapman has kept the environment at the heart of their business, and taking pride in keeping New Zealand green. Deeply entrenched in the Kaiapo community giving back is important to Mike, sponsoring local rugby teams and speedway.



“ We’ve always been with Yellow and it’s always worked well for us. Always. ”



As far as Mike is concerned if you're not marketing with Yellow, you won't get noticed. Scrapman's marketing strategy has always been centered around Yellow's offering, running a combination of both print and digital marketing tools to drive new customer through their doors. Scrapman have been with Yellow from day one and recognize the partnership has been part of their recipe for success.

With Yellow taking care of his marketing Mike has more time to grow his business, and even get along to the speedway once in a while.



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scrapman.co.nz