



Hawke's Bay Airport NEW ZEALAND



**Trusted.
For Life.**



Trusted.
For Life.



Photo credit: www.hawkesbay-airport.com.nz/our-business/about-us/history/



Hawke's Bay Airport (New Zealand) started as a tiny airfield in the 1930s, opening as an airport in 1964. Today, it is promoted as The Gateway to Hawke's Bay. It is a regional airport, providing vital infrastructure and services for connecting people and growing freight logistics. It is a significant enabler of social and economic development for the Hawke's Bay region.

Stuart Ainslie, Chief Executive, led the development of a 20-year masterplan – to envision the Hawke's Bay Airport of the future.

"What do we know of how air travel will look in 2040 and beyond? Well, we know that we'll be preparing to welcome 1.4 million passengers through our gates each year – almost double the numbers we see now. With the new terminal built, we have the ability to scale up, but more importantly we have created an environment with a sense of place that reflects Hawke's Bay and will enhance the customers' experience of our airport and in turn, the region"

FPG CASE STUDY
HAWKE'S BAY AIRPORT



HAWKE'S BAY AIRPORT VISION

Carved ceiling and wall panels designed by local artist Jacob Scott.



Hawke's Bay Airport has an unwavering vision to be New Zealand's most vibrant and successful regional airport. Supported by strong values and strategic pillars to measure against, the vision will be realised by enabling safe, customer-focused and sustainable land and air transport services in and out of Hawke's Bay.

The creation of Hawke's Bay Airport's new terminal building is central to realising the vision. The new facility not only boasts upgraded amenities it invokes

a strong sense of place, reflecting Hawke's Bay's regional identity, culturally and economically. Described as the gateway to Hawke's Bay and 'the marae for all', Hawke's Bay Airport worked in collaboration with tangata whenua, in particular Mana Ahuriri (local Māori), on the project. This partnership is visually represented throughout the building's physical spaces and is holistically present by the relationships that will grow into future.

Sustainability, both environmental and commercial, is a guiding principle and key focus for Hawke's Bay Airport. With a mission to be the most sustainable airport in New Zealand, a robust and comprehensive sustainability framework sets out four areas of focus to direct efforts: environmental excellence, financial return, operational efficiency and social opportunity.

This sustainability doesn't just affect daily operations under the Airport's direct control, it will have a positive ripple effect to the partners and communities in and around the Airport.



FUTURE PROOFING



The NZ\$23.5m terminal expansion has been futureproofed to cater for over a million passengers per year and aims to lift customer experience through improvements to terminal facilities, food and retail. This planning ensures the terminal has size and scale to service all passengers and freight in and out of Hawke's Bay for the next 15 to 20 years.

Getting the right partners onboard was a key component to delivering on the vision of the terminal.

FPG became involved in 2018, when we were invited to work with the Hawke's Bay Airport for the design, construction and installation of the new café. For FPG it was a significant project - it is our local airport serving

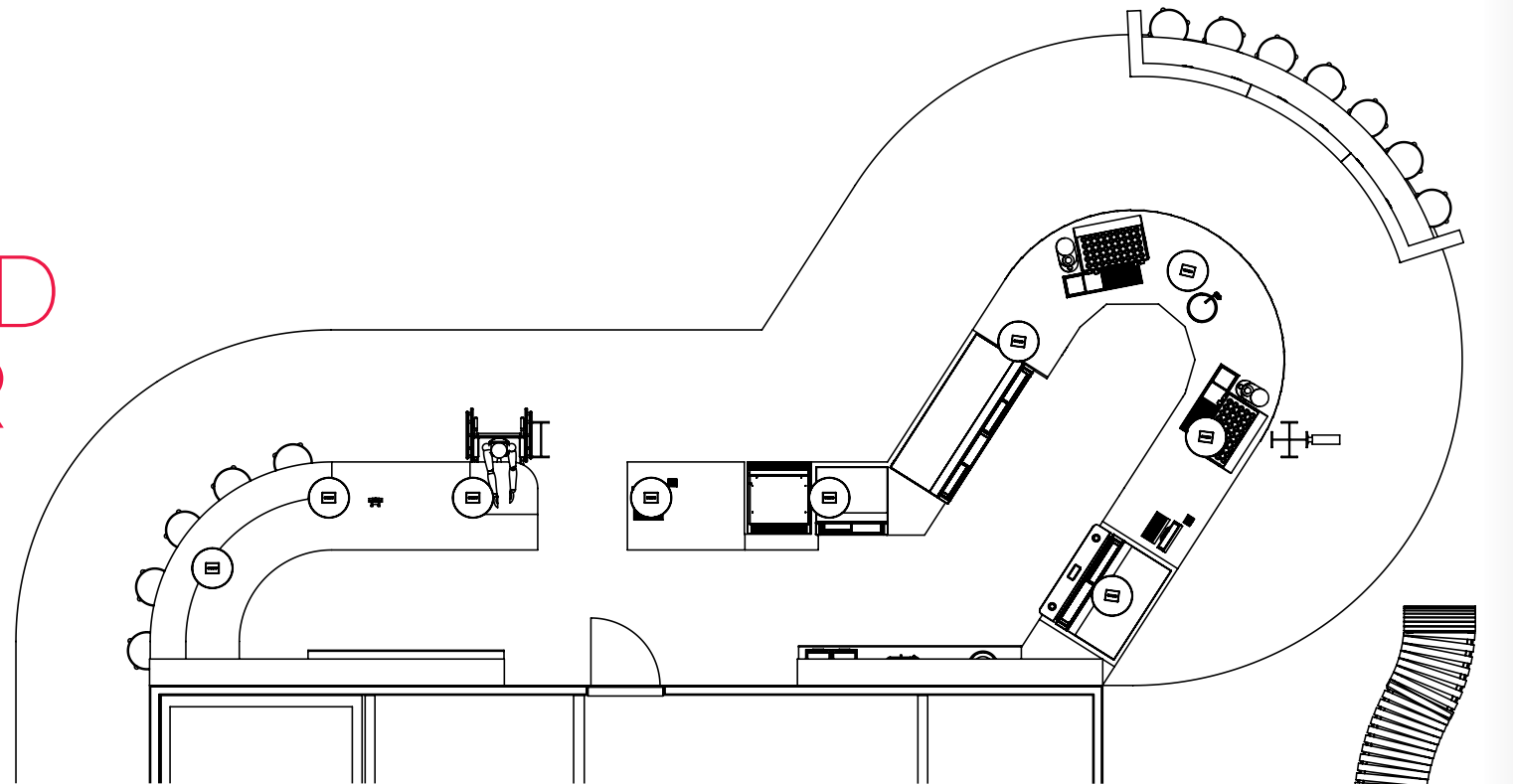
our local community and visitors to the region. As FPG Sales Director Paul Aston observed, "What better way to showcase our capabilities?"





Trusted.
For Life.

SPATIAL DESIGN AND CUSTOMER FLOWS



Given the Airport was funding the café development, FPG recommended that the Airport set the direction and make decisions based on their long-term needs.

Paul worked with the FPG Design Team on café concepts. Design Team Manager Steve Moody reflects, “With only one rear wall and food service area to define the cafe, the café needed to seamlessly integrate into

the airport so we took our cues from the new overall design and interior décor.” The team advised the Airport on spatial design and customer flows, industrial design for the physical location of equipment, and interior design to complement the look and feel of the wider airport.





FPG CONCEPT RENDERS



Trusted.
For Life.

FPG JOINERY DESIGN AND MANUFACTURING



The materials included a combination of natural solid timbers, stainless steel and stone.

The end results?

Beautifully executed wood panel seating, food counter, and food cabinet line-up that will also withstand the rigours of many years' service.



BAY ESPRESSO



The Airport called for bids from café operators to licence the operation of the café. Bay Espresso – a café chain of strong regional reputation – was successful. FPG worked with Bay Espresso to fine tune the design so that it met their branding and operations. Working to the Airport's schedule, the café was opened in 2021, delighting their customers with locally-crafted beverages and great quality food made with fresh, locally-grown ingredients.

“FPG were fantastic to deal with. We love the design of the café and the quality of the finish. The FPG cabinets keep the product fresh and well-presented. We get great feedback from customers.”

Chris Jarvis, Owner/Operator, Bay Espresso
November 2021



SNOWS Macarons \$ 3.00	Lolly cake \$ 3.50	Cheer slice \$ 4.00	Coffee cassava \$ 4.00	Citrus slices \$ 4.00	(GF) Bakery almond \$ 4.50	(GF) Chocolate brownie \$ 4.50	(GF) Almond date \$ 4.50
Beetroot & feta pancetta Balls	Sneak & cheese	Chicken fillet	Sausage rolls \$ 8	cake w/ cream \$ 10.90			
Pepparoni, Brie & Sundried tomato	Breakfast wrap \$ 7	1/2 Vege wraps \$ 8.90	Meat & cranberry tarts \$ 6.50	Ham & cheese croissants \$ 5.50			
		Salad	Salad				

Side of
FRIES
\$ 4.00
With any
order!

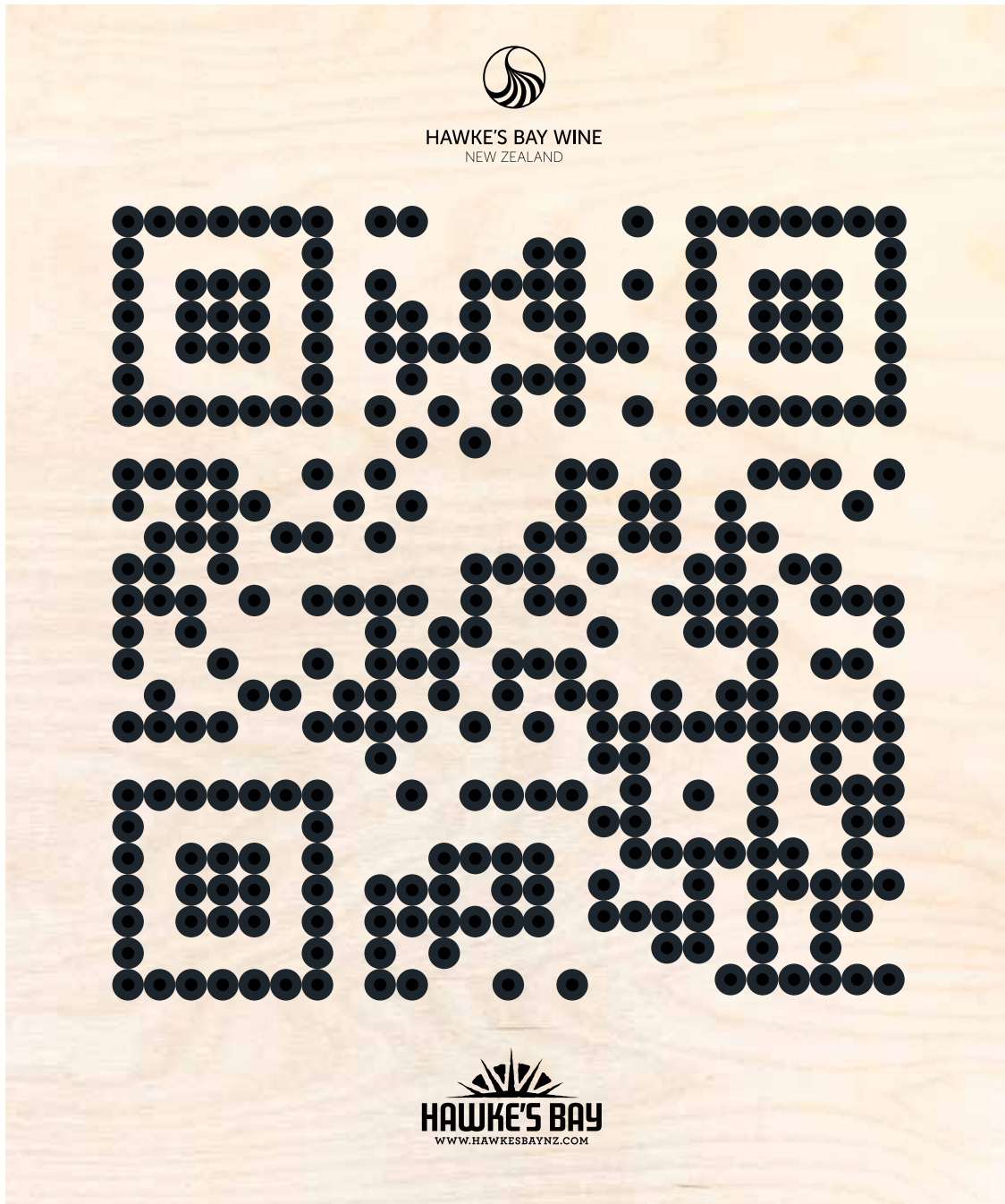
YOU CAN'T TELL THE STORY OF HAWKE'S BAY WITHOUT FEATURING WINE



Local graphic designer, George Williams of Blackdog Design, conceived an idea to create a QR code through a wall display of wine bottles. Visitors to the airport could use a QR code scanner app on their digital device to scan the QR code created through the display, linking them to a website. In so doing, it would also provide a revenue-making opportunity for the Airport.

George's idea extended to have a wine bottle display that could be periodically reconfigured to create different QR codes over time, facilitating access to websites that share the story about a featured wine, or a winery, or a restaurant, or a tour operator ... in fact any online business, product or activity connected to the Hawke's Bay wine story. An amazing idea which certainly lives up to George's pitch that he is 'for those that want more than the ordinary'.

Original concept by George Williams, Blackdog Design



● = 1 Wine Bottle

"I absolutely loved working with Paul Aston and FPG in bringing this idea to life, from concept to production, nothing was a problem and the result is exceptional."

George Williams
Blackdog Design
October 2021



Trusted.
For Life.



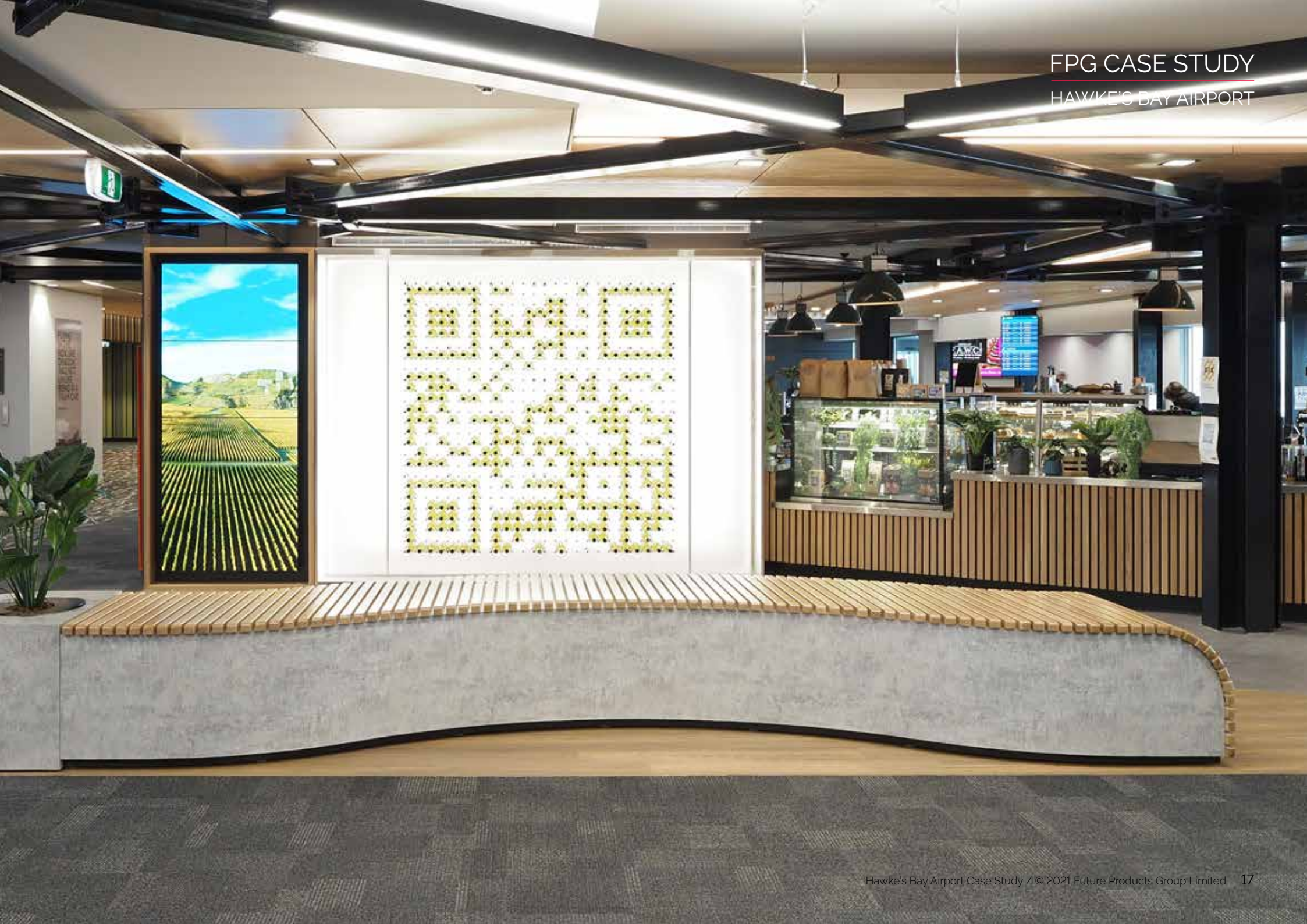
It's one thing to have the idea. Quite another to deliver it.

Having seen FPG's capability, Hawke's Bay Airport invited FPG to evolve George's concept into a workable showpiece that would deliver the desired impact.

FPG designed the wine wall with backlit diffused LED lighting and fitted it with clear relocatable acrylic rods

to hold the wine bottles in position. The acrylic rods and wine bottles can be repositioned to reflect different QR codes.

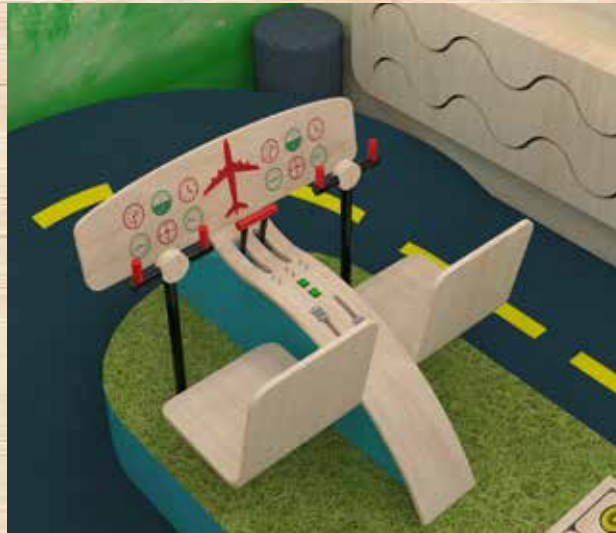
The wine wall is not just functional. The combination of the lighting and acrylic rods has created a beautiful floating display. It's a work of art.





Trusted.
For Life.

DYNAMIC KIDS' SPACE



There was one more project. Hawke's Bay Airport had a special area marked out for children – the Kids' Space.

Design students at the local tertiary education provider - EIT - were given the challenge to create concepts.

The preferred concept, which had an airplane theme, was handed over to FPG to fine tune and turn into reality.

As at the time of preparing this story, the design had been approved and is ready for manufacture.



POSITIVE FEEDBACK

We asked Chief Executive Stuart Ainslie to comment how the solutions provided by FPG would contribute to the near and long term needs of the airport.





“FPG were the right partner to deliver the high quality fit out we wanted to achieve in the new terminal. The build is robust and future proof just like the airport. We trust the workmanship and know that FPG will stand behind that quality for years to come.”

Stuart Ainslie, Chief Executive, Hawke's Bay Airport
October 2021

ABOUT FPG



FPG are specialists and experienced in 'front of house' food service and food retail.

We make it very easy for our customers by providing a full-service offer. The project scope can be flexible, from *full turnkey* to *design and construct only*, we draw

on our inhouse competencies and specialist equipment to deliver beautiful results while eliminating stress.

You can trust us. We've been doing this for more than 30 years.

“Paul understood the vision we were trying to achieve with the terminal from the outset and was 100% committed to the delivery of the project. His can-do, time-focused attitude is a testament to the way he and the business operates”

Stuart Ainslie, Chief Executive, Hawke's Bay Airport
October 2021

PAUL ASTON
FPG SALES DIRECTOR





**Trusted.
For Life.**



HOSPITALITY



SPECIALITY
FOOD SERVICE



C-STORE



CAFÉ/BAKERY



SUPERMARKET



FMCG

Worldwide
contact
details:



fpgworld.com
sales@fpgworld.com