



 **daveles.pdf**
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When you first enter the Daveles website, this is the first thing you will see. It features the new logo design and colour scheme and has an about the company section to introduce you to the people behind the brand. To read, click on 'download'



 **about me.pdf**
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When you scroll through, you will see the 'about us' we created for each key member of the Daveles team. We gathered the information by interviewing each of them with some key questions about their brand and themselves and then took professional photos to match. To read, click on 'download'.



“THE NEW BUZZ WORD IN FENCING”
we develop solutions that suit the needs of all kinds of farmers. We manufacture our unique patent pending right steel post design so that they are shockproof, sound long lasting and easily installed.



Get in touch:
70 Shortland St, Nelson, Christchurch 6011 | info@daveles.co.nz | www.daveles.co.nz | +6433827102

 **Poster.pdf**
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To go alongside the website makeover, we created a poster which gives an overview of the best parts of their product. We also took the photos to go with it. To read, click on 'download'.



 **Brochure.pdf**
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We created a brochure for the team which is an update of their current brochure with a bit more detail and a change of design. To read, click on 'download'.



Ken Pears

LIFESTYLE BLOCK CONTRACTOR
Ken Pears, a fencing contractor based in Nelson has been using the Daveles smart posts for nearly 2 years.

He says the drop wire part of the design had a big appeal to him and is one of the main reasons he chooses to build with Daveles posts.

"You can run a whole fence and just clip all the wires in and put the drop wire down, if you wanna move them it's very easy to do so."

He says the ease of assembly makes the posts perfect for temporary fences because of how easy they can be moved and rebuilt.

"Definitely saves time and the big thing for me is that it saves the wire as well."

The posts reduces the amount of wire that Ken has to replace, due to the drop wire design.

"I like is that you don't have rusting of the wires and also less chance of getting the wires twisted, it's very easy to rectify."

With the wires not having to be thread through the posts, there isn't the friction between the wires and posts where they are thread through. This reduces the chance of rusting.

Ken says working with these posts as a contractor for lifestyle blocks, it's their ease of installation really comes in handy.

"If you're moving fences or have a break in the line this is where these posts come in to their own."

HOW TO INSTALL SMART POSTS

- 1 STRAIN THE WIRES**
Between the wooden end posts as normal
- 2 DRIVE POST INTO GROUND**
Drive along the fence line using a hand or motorised post rammer
- 3 SLOT THE WIRES INTO POSTS**
Slot the wires directly into the smart posts and drop the retainer wire down the front of the post.
- 4 TIE OFF RETAINING WIRE**
Pull the retainer over the top of the top wire, through the hole and twist around the top wire.
- 5 ELECTRIC FENCING**
Install stand offs and insulators.

FOR MORE FENCING TIPS VISIT
DAVELES.CO.NZ

 **How to .pdf**
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We decided to write up a 'how-to' for their fence posts to go alongside the video content. The aim of this was to show how quick and easy it is to install the fence posts. To read, click on 'download'.

 **Testimonials.pdf**
[Download](#) - 41 KB

We decided to write testimonials from farmers and contractors for their website and to be printed for their customers. We felt this would make people more comfortable with their purchase knowing others have loved the product. To do this we interviewed farmers and contractors. To read, click on 'download'.