Welcome to Brandspec

Founded in 1987, the company originally traded as Design & Print. Brothers Kerry and Mitchell Whitehouse took over in 2021, later rebranding to Brandspec to reflect the expanded range of services.

The pairs shared belief that “business is about people” has seen them invest heavily in training, systems, and resources, with the ultimate aim of making life easier for Brandspec customers by providing them with end-to-end design, print, procurement, production, warehousing, logistics and distribution services.

In short, Brandspec is all about helping our clients to deliver outstanding campaigns that enhance their brand, drive sales, maximise their return on investment, and build loyalty with their end users.

Our services are powered by Mobilisar software which simplifies the process and allows our clients to track progress of their project in real time, every step of the way.

You can involve us at any stage of the process but for maximum impact and optimal time and cost savings, we recommend you talk to us at the start of your project.

OUR VALUES

do the right thing

We focus on acting with integrity, delivering results, and taking pride in our work.

together we win

We value and respect each other’s strengths.

We believe teamwork and collaboration underpin ongoing success throughout client, team, partner and supply relationships.

always be authentic

Individually and as a team, we are true to our values.

We believe in courageous conversations, operate with transparency and take responsibility for our actions.

green & growing

We continue to learn, develop, and strive to become the best we can be in our professional and personal lives.

We are open to challenging the status quo and pursuing continuous improvement for the planet, our partners, and our people.

Key Services

CREATIVE & DESIGN SERVICES

- Custom Retail Displays
- High Impact Trade Expo Stands
- POS, Sales & Marketing Collateral
- Promotions – DM, GWP, Competitions
- Measurable Product Sampling
- Engaging Offsite Activations

PRINT & PROCUREMENT SOLUTIONS

- Custom Retail Displays
- Bespoke Point of Sale
- Eye-catching Marketing Collateral
- Packaging, Stickers & Labels
- Impressive Trade Show & Events
- Branded Merchandise & Apparel

3PL, 4PL, LOGISTICS & DISTRIBUTION

- Bulk Distributions with a single brief
- Freight integration - Live Tracking Data
- Online Bookings, Orders & Returns
- Vehicle & Fleet Management
- Asset, POS, & Stock Management
- Events & Activation implementation

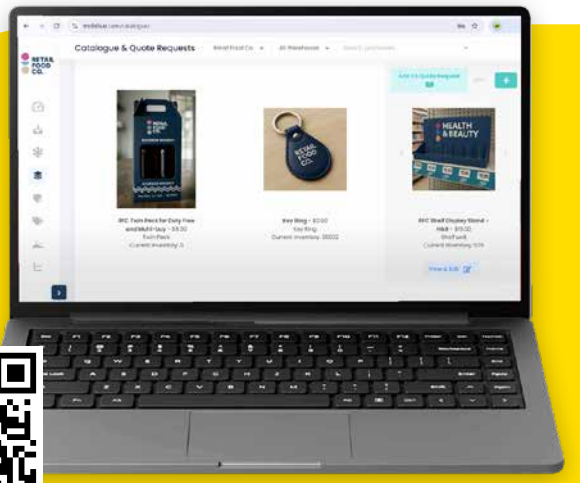
Key Services

SECURE STORAGE & WAREHOUSING

- Modern, secure warehousing globally
- Pay by the cubic metre not by the pallet
- Liquor & Foodgrade Warehousing
- Flexible Racking for oversize pallets/products
- Accredited TSW, NZ Customs & MPI
- TemperatureControlled Storage available

MANAGED ASSETS & SERVICES

- 24-Hour Support Line
- Event Installation
- Asset Fleet Management
- Proactive R&M & Servicing
- Stock Management & Reporting
- Test & Tag, Vehicle WOF/COF/Rego



MOBILISAR SOFTWARE PLATFORM

- Build entire campaign with 1 brief
- Real Time Visibity stock, project, delivery
- Integrated procurement, storage, logistics
- Events / Stock/ Assets bookings & returns
- Usage Reports / Reorder Prompts
- Vehicle/ Fleet/Asset Management

Our Clients

"Campari Group has worked with Brandspec since 2024, for the coordination of brand elements including merchandise, activation assets, and print.

They have collaborated with our sales and marketing teams and coordinated projects that required input from teams in Australia, Singapore and Italy, as well as locally here in NZ. Using Brandspec and the Mobilisar platform has allowed us to set ourselves up for success and growth in our marketing and sales activity. Happy to take a call or have a coffee with their team."

SCOTT FAIRBAIRN
CAMPARI GROUP

"Brandspec consistently deliver to a high standard, while handling the time pressures that can exist in Shopper Marketing.

Their knowledge of the industry means they understand the importance of achieving launch dates and they provide a number of different alternatives/solutions when jobs are under time constraints to ensure these dates are met.

I would highly recommend them for projects of any size."

DEREK LARSEN
SUNTORY

"I just wanted to say thanks so much for investing and delivering some outstanding POS for our teams to work with, and bringing the Very Fancy and Collisions NPD to life in store.

The team and I are really looking forward to working with you to continue to raise the bar with future NPD launches."

TERI LIDGARD
HUBBARDS/TWIN AGENCIES

"I don't know how you do it, you just make magic happen."

MOON BAN
GRIFFINS