

SMALL BEGINNINGS TO PURPOSE BUILT



From small beginnings... Gordon Wilcock went into business in 1993, leasing a shed in Frews Transport yard, with the intention of doing furniture restoration. While the business was getting on its feet Gordon worked as a postie in the mornings, and painted all types of things including power pole fittings after hours.

The first truck repaint was courtesy of Ross Francis, and this led to the painting of an R series Mack which was to be one of many for the Francis Group Company Road Metals. The idea of painting trucks fulltime became a reality as offers of work from neighbouring businesses came forward, including landlord Evan Frew. Wilcock Truck Painters was born.

With a small team of dedicated staff, the business grew steadily over the years, and gained a solid reputation for quality commercial refinishing. Gordon is thankful to those customers who took a chance on him while the business was young, and is proud to point out many remain customers today. The business could not have been successful without listening to and learning from some of the most respected fleet operators in the business.

As the business grew, in late 2002 Wilcocks moved into the much larger purpose-built site that is still occupied today. Housing two full size commercial spray bake booths, the current facility is capable of taking on all sizes and types of vehicles and equipment – a far cry from the old building, where Gordon once had to cut a hole in the wall to make room for a particularly long truck chassis!

Nowadays the paint shop has the skills and the capacity to turn jobs around quickly and efficiently, with a team of ten working on all things related to commercial vehicles, from truck cabs, to chassis, trailers and bins. Substantial investment in technology, systems and processes ensures all painting is done to a very high standard in the least possible time.

Gordon was one of the first commercial painters in Christchurch to invest in new-generation electrostatic paint equipment. This technology offers vastly improved coverage on complex structures, with less paint consumption. Combining these modern spraying techniques with DuPont's new Imron® Fleet Line range, customers are guaranteed superior protection for their investment, and the lowest possible impact on the environment.



In conjunction with using the DuPont™ Imron® Fleet Line System, using Resene Automotive & Performance Coatings as a supplier enables Wilcocks to access a premium range of products to cover the spectrum of economies and job types that a busy panel shop encounters daily.

All this technology is maximised with a great team. Gordon says the business could not have achieved success without key staff. Lee Perry, John Wyatt, and current foreman Gary Hopwood have been responsible for raising the standards of workmanship, treating each job with the utmost care.

Over the last two years, Gordon has pursued other business ventures while retaining a controlling interest in the paint shop. It is fair to say the extra workload created some challenges with the work and family balance! Now focussed full-time on the paint shop, Gordon is pleased to be back, and welcomes enquiries from all past and future customers. 📞

Modern workshop with electrostatic spray booth



The team preparing trucks for painting

