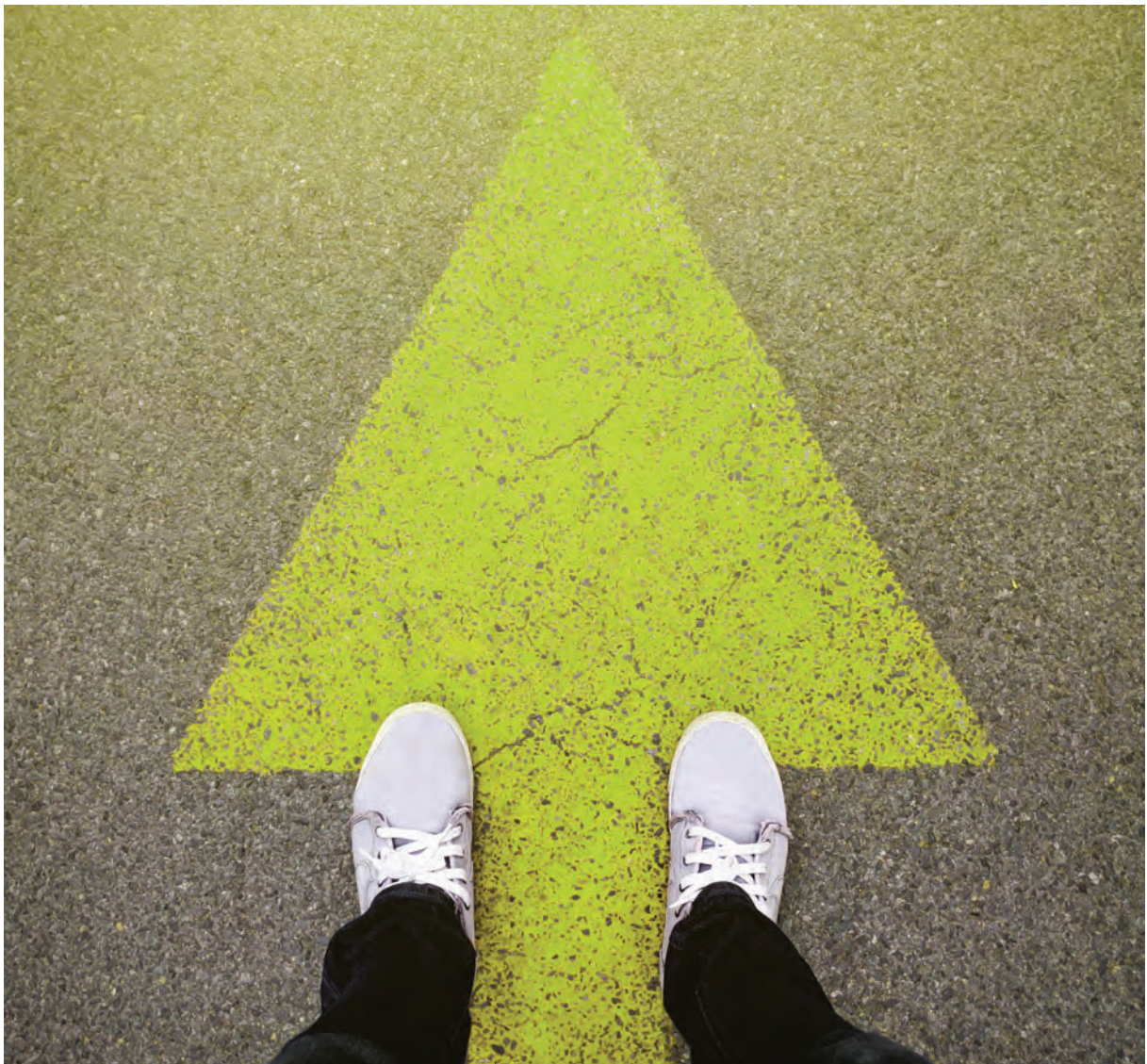


Staples Rodway takes its next step to become Baker Tilly Staples Rodway

STORY **Mike Rudd**

Baker Tilly Staples Rodway Auckland

After 70 years providing accounting and business advice to New Zealand businesses, Staples Rodway is reflecting the trend for greater global connections by taking on a new name.



“Creating conversations that matter.”

From 1 April, 2019, the firm will be known as Baker Tilly Staples Rodway, acknowledging its long-standing relationship with the international Baker Tilly network, which has members in 147 territories around the world.

Why change now?

High interest from overseas investors and rising demand for international services has created many more opportunities for Kiwi businesses looking to go global.

Chairman of the Baker Tilly Staples Rodway network, David Searle, said that Staples Rodway had been the only one of the top 10 New Zealand accounting firms that didn't operate under a global brand.

“With international business opportunities increasing, connections are more important than ever. We felt it was time to formally recognise and celebrate our global relationships,” he said.

“With the change of name to Baker Tilly Staples Rodway, our clients should feel reassured that we can help grow their business both here in New Zealand and almost anywhere in the world. We also believe that the rebrand will further enhance our strong relationships with our international referral network, as we will now formally share a name with them.”

In late 2018/early 2019 the Baker Tilly network has had a major brand refresh and it seemed the perfect time to bring Baker Tilly into our brand. You will see a lot of changes to the design of this magazine and to our other publications and branding.

Staples Rodway New Zealand has been part of the Baker Tilly International network for three decades, and remains a network of seven independent, New Zealand-owned firms.

Chief executive of Baker Tilly International, Ted Verkade, said he was delighted to see Staples Rodway adopt the Baker Tilly name in its brand.

“Knowing your client by name, knowing their community and above all a commitment to making a difference for them – those are the things we look for, and that is why Staples Rodway has always been a high-performing member of our global family.”

What does it mean for our clients?

Nothing, apart from the branding we will use going forward. We still operate as the same teams in each Staples Rodway local office, providing the same high standard of personal service our clients expect.