

## **Media Release – Maxims Accounting**

**31 March 2009**

### **Seeing in the new financial year with bold new colours**

A successful Hawke's Bay accountancy firm is kick-starting the new financial year with a fresh direction for the future.

At a special launch function in Napier last night Pene Johnstone Accounting announced its new name and new look. The respected accounting company will now be known as Maxims Accounting. Around 500 clients and business associates were on hand to join the team in celebrating the past success and toasting a new beginning.

In the last 13 years the firm has grown from a home-based office, a few staff and a handful of clients to extensive offices, a team of twelve and a large client base. In recent years founder Pene Johnstone has been joined by partners Simon Hankins and Dave Cheetham, collectively they have a wealth of knowledge, their own areas of specialty and a shared passion for figures.

Pene says it makes sense to re-brand the business, given the growth the firm has experienced over recent years.

"We are all looking ahead to the next phase of our growth and development, and together we will continue to provide the quality, cost-effective accountancy services enjoyed by our clients for the last 13 years," says Pene.

Simon Hankins says the firm was built on professionalism, ethics and a relaxed approach where the policy is "you and your work boots are always welcome".

"We have always strived to provide a more personal accountancy service to our clients no matter how big or small they are. We may have a new name, but the special way we do things will never change," says Simon.

Dave Cheetham says the great team he, Pene and Simon work with are the key to the ongoing success of the company.

"There's a fantastic atmosphere in the office, the warm friendly "can do" approach of our staff makes working here an absolute pleasure, and our clients reap the benefits of our approach, says Dave.

While Maxims Accounting will still be based in its existing Onekawa offices, its striking new red and black branding will soon be appearing on the firm's vehicles, offices, website and advertising.

The strong colours and eye catching look of the new Maxims logo is intended to reflect the 'down to earth' yet professional nature of the firm.

**Prepared by No 9 Marketing & Design on behalf of Maxims Accounting Ltd**

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