

Protected



Case Study: NIG Nutritionals global success

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Powering world-class wellness

Over 40 years, New Image Group (NIG) has carved out a distinctive position in the global wellness industry. The proudly New Zealand-owned company now operates across 18 countries with more than 100,000 members worldwide.

Scott Sherriff, who joined as Managing Director in January 2025, says three key factors differentiate the Auckland-based business from its competitors.

“The first distinguishing feature is the company’s remarkable longevity under consistent leadership. It has essentially been run by the founder since the beginning,” explains Sherriff.

Founded in 1984 by Graeme Clegg, a sheep farmer from Masterton with groundbreaking ideas about health supplements, Graeme has stewarded its growth to employ around 230 staff in New Zealand.

This stability is rare in the fast-moving wellness sector, where trends shift rapidly and companies frequently change hands.

Sherriff’s second distinguishing feature is the company’s business model, which sets it apart from conventional supplement manufacturers.

“We also have our own retail brands, ingredients and contract manufacturing businesses, but the founder’s real passion is direct selling. New Image succeeds because of the quality of our products and the strength of the selling network we create,” he says.

The third distinctive element of New Image Group is its focus on colostrum, where it has established itself as a market leader.

Colostrum, the nutrient-rich substance produced by mammals in the first few days after birth, is currently trending in the wellness sector as consumers become more educated about gut health and immune function.

Sherriff highlights NIG’s flagship product, Alpha Lipid Lifeline, combines 1,600mg of colostrum containing 300mg of immunoglobulins with one billion probiotics and 1,000mg of calcium per serving.

“Our Alpha Lipid technology, which enhances the body’s ability to absorb the benefits of colostrum, has proved an important innovation and crucial to our success,” he says.

In 2025, both Alpha Lipid Lifeline and Alpha Lipid Colostem received Gold Quality Awards from Monde Selection, recognising products that exceed consumer expectations and demonstrate excellence across formulation, packaging, performance, and scientific integrity.

Assurance and stability

This approach has also shaped the company’s operational choices, especially at its large drying, blending and canning plant in Auckland’s Pukekohe; the beating heart of its manufacturing network.

Ensuring uninterrupted production here is critical, and the company has deployed solutions that ensure total operational continuity. For this, they turned to UPS Power Solutions. Since 2017, UPS Power Solutions has underpinned business continuity at the Pukekohe plant, bringing world-class technology and industry leading expertise to the



design, installation, and commissioning of power solutions tailored to NIG’s unique operational needs.

The latest installation includes Eaton 9355 15KVA units paired with CSB HRL1234 batteries, carefully specified for the motor control centres at both the Canning and Blending motor control centre (MCC) and the broader plant MCC.

The equipment and commissioning expertise provided by UPS Power Solutions ensure that production runs without disruption.

“The plant benefits from total operational continuity assurance and a low total cost of ownership,” says UPSPS managing director, Nicky Blackmore. “This isn’t just about installing equipment, it’s about understanding the precise requirements of New Image Group’s operations and delivering a solution that is genuinely fit for purpose.”

A comprehensive service contract ensures that all equipment is maintained to the highest standard, ready to perform whenever needed.

Prepared for success

Scott Sherriff says health and wellness is among the fastest growing industries in the world, but to maximise this opportunity, careful decisions around technology, productivity and operational continuity are essential.

“Because we ensure our products are made from the purest ingredients, our growth potential is limitless, providing we continue the philosophies and strategies that have stood us in good stead for nearly 40 years.”

New Image Group continues to deliver on that potential uninterrupted, and with the confidence that comes from working with the very best.