



Case Study

Storepro Storage Solutions

Managing FX Risk in Long-Term Projects



The Customer

Storepro is a leading New Zealand provider of warehouse racking and storage solutions. The company was founded by Aaron Young in 2004. In March 2024, Ian Palliser and his wife, Dalila Zaghal, acquired a majority stake. Ian brings over 30 years of international experience with BP and four years on Fonterra's executive leadership team, while Dalila contributes extensive expertise in aeronautical engineering and corporate strategy. Together Aaron, Ian, and Dalila are modernizing Storepro's operations, technology, and processes while maintaining the company's strong reputation and customer-first focus.

Storepro operates primarily from Auckland, with a team in New Plymouth covering the lower North Island. Both teams cover the South Island, supported by staff in Christchurch and Waikato. The business designs and installs warehouse racking systems often for large-scale projects with complex requirements such as seismic resilience and space optimisation. The company's flexibility in sourcing from multiple suppliers, rather than being tied to just one, allows them to tailor solutions to customer needs.

The Challenge

Smaller projects can usually be supplied from inventory, making costs more predictable. But large warehouse projects often involve long lead times: sometimes more than a year between tender and installation. During this period, Storepro faces three major cost variables:

- **Steel prices:** The largest cost component.
- **International freight rates:** Costs subject to seasonal shipping cycles and supply chain complexity.
- **Foreign exchange (FX) rates:** Particularly USD/NZD fluctuations as approximately 60% of Storepro's turnover is in USD.

For long-term projects, especially new warehouse builds, FX volatility can significantly impact margins. Further, financial and billing terms are customised to clients' preferences: some customers demand fixed prices for certainty, while others are willing to absorb cost fluctuations.

With these variables in mind, Storepro knew they needed a flexible FX solution to balance customer expectations with its own risk management.

The Solution

When Corpay and Storepro first started conversations, Corpay was a relatively new brand in New Zealand. Ian carefully vetted the company and the team's capabilities. The two parties took the time to build a relationship. Ian noted that the team's proactive engagement and expert support, from onboarding and set up through transaction execution and ongoing support, increased his confidence and trust.

Ian said, *"We're entrusting you with a big chunk of our payments. Having that confidence is an important part of the whole process."*

Corpay New Zealand helps Storepro manage FX exposure more effectively. Corpay's team provided:

- **Flexible FX hedging products,** allowing Storepro to lock in rates to manage downside risk while retaining upside potential.
- **Timely market insights and commentary,** helping inform decision-making at Storepro around key events such as U.S. Federal Reserve announcements.
- **Payment flexibility,** enabling Storepro to apply FX hedges across different contracts or to adjust timing to match supplier schedules.
- **Operational ease,** with seamless onboarding, clear guidance, and minimal disruption when compared to other providers or traditional banking processes.

Ian emphasized Corpay's unique selling point is flexibility. This is particularly valuable given Storepro's payment flows: deposits of ~30% at order placement, followed by balances before shipment, often spread across multiple container loads.

The Outcome

The partnership with Corpay has strengthened Storepro's ability to deliver large-scale, long-lead projects with confidence in both cost control and customer satisfaction.

Corpay's flexible solutions allow Storepro to align its FX risk management program with customer requirements and project timelines, and its own business needs.

- **Improved risk management:** Storepro can now tailor its use of FX products to each customer's preferences and project requirements.
- **Operational efficiency:** Payments can be shifted between contracts without penalty, reducing administrative burden.
- **Customer confidence:** Storepro offers pricing certainty where needed, while retaining flexibility for larger clients more comfortable with FX exposure.
- **Seamless onboarding:** The transition to Corpay was smooth and less complex than expected.
- **Enhanced market insight:** Regular updates and presentations from Corpay experts provide Storepro with valuable context on global currency drivers.

Ian added, *"What we like really about Corpay is the level of understanding—not just on our currency but US dollar, sterling, yuan, euro, and more—that's been really beneficial. They're not pushy—it's always a sensible conversation about our options, key cost/benefit considerations, and what aligns with our business and our customers. Full marks to the team. They've been very proactive with us: discussions, presentations, invitations. It makes us feel like we've got a finger on the pulse."*