

# Mr Curtainsider gone

**A MAN KNOWN IN THE INDUSTRY** as *Mr Curtainsider* for his long association with curtainsider pioneer Structurflex, has died at the age of 70, after a short illness.

Reg Lyon was well-known throughout the road transport industry for his 16-year role with the company – dealing with operators, body builders and trailer manufacturers nationwide.

He was recruited into Structurflex in 1986, when Hood Sails' Tony Bouzaid saw the opportunity to diversify into industrial products and to launch curtainsiders in New Zealand.

Structurflex director Murray Higgs says that Bouzaid established Structurflex as a separate division, and “enticed” Reg – “an old mate from his sailing days” – to join the company.

It was his responsibility to promote the Structurflex curtainsider concept and product to the industry around the country.

Early success prompted Structurflex's move from Westhaven to a new, purposebuilt factory in Henderson – with Reg focused on road transport products and Higgs crediting him as “one of the principal reasons

why this sector of the Structurflex business continued to develop and expand to the level of dominance it has in the industry today.

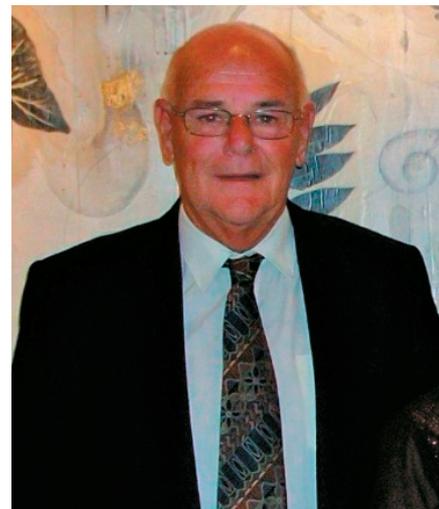
“He became the ‘unpaid member’ of his customers’ staff. Reg’s dedication to his customers was legendary – from arriving at their workshops at 6am to help staff install their first curtain, to spending weeks on the road visiting every known bodybuilder the length and breadth of NZ.

“He has been a constant source of new ideas and provided the impetus for continuous product innovation.”

When Structurflex began exporting road transport products in 1992 Reg took on the same role internationally. Says Higgs: “His favourite destination was Japan – and Structurflex is still the main supplier of curtainsider systems there. Other markets grew more rapidly and Malaysia was so successful, Structurflex opened a manufacturing facility in Kuala Lumpur in 1996.

“Today Structurflex exports transport products to many markets, including Australia, Malaysia, Japan, Taiwan and Great Britain.”

Higgs says that “Reg always worked for Structurflex with huge commitment – to both the company and our customers. His technical



Reg Lyon

ability, quiet professionalism, sincerity and friendly manner have endeared him to customers and staff alike.”

He left Structurflex in 2002 when he and wife Maureen bought a small farm in Warkworth – later moving on to Katikati.

Says Higgs: “Structurflex learned to live without Reg although it was difficult.” It has helped, he adds, that Reg’s son David joined the company in 2011 “and has taken up where Reg left off. Reg would have been very proud.” 

