

Who we are and what we do

The Nui story begins in 2012, with the formation of Cream Trading, founded by Kevin O’Sullivan and Dr Bruce Maunder who developed the Nui platform. Their vision was for a new way of trading; an open marketplace where buyers and sellers helped set the price through competitive tension. A disruptor in tradition commodity trading, Nui provides a digital solution for commodity trading.

In 2019, the initial Cream platform was rebranded Nui. Nui means big, great and vast in Te Reo Maori, New Zealand’s indigenous language and encompasses our vision.

We are based in Auckland, with sales teams in Europe and the US and customers including some of the largest dairy producers in the world.

Elegant / Simple / Fast



Nui

1. (verb) to be large, big, many, plentiful, numerous, great, abundant, ample, superior, of high rank, important.

2. (noun) size, quantity, vastness, greatness, importance, amount, abundance, plenty, rank.