

Inside...

Page 2

- **A UNITED FRONT:**
Cox Plastics Technologies and Mays Pressure Die Casting team up for exhibition
- **SOFT CARTRIDGE:**
Positive feedback from major global suppliers

Page 3

- **CONTRACT FOR ELECTRAFLOW'S SERVICE AND SUPPORT AWARDED:**
A.C.D Plant Limited awarded contract
- **NEW TEAM MEMBERS:**
For PC Cox and Cox Medical

Page 4

- **OUR HERO:**
John Feane awarded Queens Award for bravery
- **WIN!:** Get your hands on a digital photo frame

See us in
Cologne in hall 10.1
on stand no A23
9th - 12th March



Electraflow excites market

Following the launch of the new battery powered sealant applicator – Electraflow – sales are really taking off.

Global sales are going well, with particularly strong results in Germany. So far the main promotion of the product in the UK has been within the automotive market, as the Electraflow is ideal for windscreen installation and other related bonding tasks. Being battery powered and cordless the Electraflow provides great flexibility and easier access for the most awkward jobs.

Plans to launch the Electraflow across other key sectors are well underway with orders received from a variety of markets around the world.

The range has also been extended to include the Electraflow 2C.



The twin component sealant applicators are the lightest two component cordless products on the market and are set to take off in the high-end construction markets. To have a product that is significantly lighter, ensures easier movement around the task in hand and reduces operator fatigue significantly. All in all this product will make a real difference in the marketplace.

Coxs hits 50!

2008 will be a significant year for PC Cox Group as it was 50 years ago that the company was started.

We are currently planning a number of customer and staff events to mark the occasion and will be letting you know about these in due course.

The special celebratory logo seen here will appear on all stationery and promotional material for the company to mark the importance of the year.



The original

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News

Page 2

United front brings customer benefits

For the first time this year, two parts of the Cox Group joined forces at a leading manufacturing exhibition, Northern Manufacturing in Sheffield. Cox Plastics Technologies and Mays Pressure Die Casting exhibited at the Northern Manufacturing Show with stand graphics and support provided by the PC Cox marketing department to ensure the Group corporate image was further enhanced. The exhibition led to a number of new enquiries with follow up sales keenly awaited. The two elements of injection moulding and die-casting created a useful insight for many buyers and designers. A number of show visitors liked the open approach and independent advice they received welcoming in effect the "one-stop shop".

The exhibition was staffed throughout by Nick Martin from Mays and Martin Battley from Cox Plastics Technologies who commented:

"We were delighted to be able to present a strong united team at the show and were able to talk through a number of design opportunities with potential customers."



Back ache – a thing of the past

A revolutionary new approach to sealing wooden floors has been jointly developed by PC Cox and Sika. Back aching bonding and sealing jobs could well be a thing of the past with the new pneumatic SikaBond Dispenser-5400. Also by using this dispenser, adhesive application can be up to 10 times faster than trowel application and the overall wood floor laying process up to 4 times faster.

This new SikaBond Dispenser allows the operator to stand while sealing or bonding the floor, so altogether a much more comfortable experience. Using compressed air, this new dispenser eliminates much of the physical effort normally required and it can be easily and quickly refilled. The amount of adhesive distributed is regulated through the adjustable air pressure valve.

Ian Newberry, PC Cox's Sales and Marketing Director is very enthusiastic about the potential for this market: "This product just makes laying a floor so much quicker and easier. The product has already taken off particularly well in Germany, with global sales starting to build very positively."

Soft Cartridge strides forward

You may remember reading in the last issue of Target that PC Cox, alongside its Japanese partner, will be producing the first "soft cartridge". It has major environmental benefits for all fillers in Europe as it squashes right down, unlike the traditional rigid cartridge.

This was announced to the UK packaging media a few months ago and has already generated considerable interest.

A dedicated design committee has been set up and plans are well underway to develop bespoke dispensers.

Ian Newberry, Sales and Marketing Director said: "These are significant steps forward, with a view to creating product samples for testing. We are really excited and encouraged by the scale of the opportunity and the level of interest we have received from major cartridge manufacturers. We have had significant positive feedback from major global suppliers and are working towards filling trials and further market testing."



Contract for Electraflow's customer support work awarded

The UK contract for the service and support work for the new Electraflow range has been awarded to a family run business in Coventry. ACD Plant Limited will be celebrating 30 years of trading in 2008. The company was initially set up to provide hire, sales and repair service for the Warwickshire and now West Midlands area from its central base in Coventry.

Power tool and electrical repairs have always been a major part of the company's profile, offering maintenance and repair service for all major brands along with small petrol and diesel engines.

These services are a major part of the business today along with the hire of specialist silent generators to the events industry covering the whole of the Midlands.

ACD Plant is also heavily involved with Local Councils across the country as the company designed and patented a diamond drilling system for use during road works inspections. Also for use in the windscreen industry, ACD has designed a urethane Heater Box and PC Cox is endorsing this product through its own international distribution channels.

The efficient servicing and engineering expertise offered by ACD Plant Ltd has been the foundation for its involvement with windscreen and mastic related equipment. The company has been servicing and repairing various caulking applicators for large organisations in the related industry for over 15 years.

The company's owners, Mark and Anthony Richings, purchased ACD Plant Limited in 2001. Mark's experience having been with ACD Plant more than 20 years and Anthony's marketing and sales expertise have helped to make ACD Plant the success it is today.

In 2002 the youngest brother, David, came on board to oversee the day-to-day running of the depot and its workshops. David who is a qualified engineer with over 18 years experience has been an invaluable asset to the company. His experience in service and design enables a fast, reliable and efficient turn around of customers' machines and equipment.

The service and experience provided by ACD Plant will be extremely beneficial to PC Cox and the launch of the Electraflow applicator in the UK. The back up available will give customers great confidence when purchasing the units.

With PC Cox celebrating 50 years and ACD Plant 30 years in business in 2008, all bodes well for a long and successful business partnership.



 A.C.D. PLANT LTD

New Designer joins team



Mechanical engineer, Richard Brummit, is the latest designer to join the new product design and development team at the PC Cox headquarters in Newbury. Previously Richard was with Urbis Lighting Ltd, as an exterior lighting design engineer and is an Associate Member of the ImechE.

His experience will bring a new dimension to the design team, where Richard will be involved in the development of existing products, as well as introducing an innovative new approach to new product development.

Denpress in San Francisco

Cox Medical participated in the recent American Dental Association Exhibition held in San Francisco. This is the first time the Denpress system has been shown at an USA exhibition and the interest in the innovative system was very strong and has given the Cox Medical US team some very positive introductions which should lead to firm business in 2008.



Pictured on the stand (l to r) are Fred Lumb Managing Director Cox Medical, Tammy Hamilton Cox Medical US, Victoria Ringler, Cox Medical US and Deborah McPhee, Cox Medical US.

Cox Medical Inc. receives boost

A new member of staff has been appointed to support sales of Denpress in the USA. Deborah McPhee is an experienced senior sales territory manager and entered the dental industry in 1979 rising to the position of Clinical Co-ordinator in 1992.

Deborah eventually left the clinical environment in 2001 to work with a number of companies on product development and in sales and marketing. A couple of years later Deborah started her own independent sales and marketing consulting firm. She has also been a regular speaker at various dental conventions.

As the new National Account Manager, New Product Development for Cox Medical, Deborah will have a challenging task ahead. Victoria Ringler CEO from Cox Medical commented: "It will be of tremendous value to have someone as experienced as Deborah in clinical and dental sales on the team. She has been warmly welcomed and we all hope she will make a real impact on dental sales over the coming months."



OCR Authority Certificate for IT Users

Alex Berry is part of Cox Plastics Technologies Administration Team who was recently presented with an "OCR Authority Certificate for IT Users". He received the award from Chris Doig, Captain of Northampton Town FC (right). Alex joined Cox Plastics from an organisation called "Starting Off" who specialise in the placement and development of 16-21 year olds.



A truly selfless act

This is a story we are very pleased to report with some pride. John Feane who works in the PC Cox Manufacturing Division has been awarded the Queens Bravery Award. During the floods in the UK that we mentioned below, John selflessly rescued three elderly people from their flooded houses.

With complete disregard for his own safety John most certainly saved their lives on that fateful July day. Even more remarkable is the fact that John cannot swim and with water levels rising rapidly to chest level managed to get them out and to safety.

This is not the first time that John has shown his mettle as for many years this plucky Irishman was a renowned horse racing jockey and rode all over the UK, only being forced to retire through injury.

It is good to have a character like John in the PC Cox team and we pass on our congratulations to him with this thoroughly deserved recognition award.



Flash floods cause chaos

Freak storms caused chaos across many parts of the UK in the summer. It was Friday 20 July and it was nothing short of a deluge of rain that caused a torrent of rainwater to enter the PC Cox headquarters.

It was exceptionally heavy rain lasting about 4 hours, with nowhere for the excessive water to go, that meant a torrent of water raged through the PC Cox offices in a flash flood. Staff quickly endeavoured to remove all they could from its path, but the water entered the building very quickly. The repair work has taken several months as the water rose at least 30 cms.



What is he saying?

Pictured left is Derek Inglut, manufacturing Director in the general office at the height of the flash flood.

All you have to do is to provide a caption to the picture. The most appropriate (or amusing) will win a **Digital Photo Frame**.

Send your entries to info@barneys.co.uk or send to Jackie Noble, Barneys PR, 42 Baldwin Street, Bristol BS21 4SN England.