

TARGET

WINTER 2009
ISSUE 09

News from the PC Cox Group

Onwards & upwards in 2009

Reflecting on the past twelve months has brought somewhat mixed emotions. I was delighted that we marked our significant 50th year in business in style and enjoyed celebrations with staff, distributors and many friends of the company.

You will see a pictorial round up included on the inside spread, which finally concludes this huge achievement. Indeed it is significant; to succeed in business globally for half a century is no mean feat. The company's ability to remain innovative in the market and deliver quality products that have stood the test of time are important factors.

However, one cannot fail to mention the tremendous, and somewhat swift, upheaval in the changing world economy during the last few months of last year. The global recession is something that does bring a period of uncertainty and will demand careful and shrewd business planning during 2009.

We are addressing this across the Group and will be looking to consolidate our activities and ensure careful management to deliver increased efficiencies and cost reductions wherever possible. One notable change taken at the end of last year has been on the plastics moulding side of our business in Northampton. To improve efficiencies the decision was taken to absorb the company into PC Cox Ltd and will in future be known as the PC Cox Plastics Moulding Division. This has enabled certain efficiencies to be gained by running



the company centrally yet preserving the quality and supply of our individual plastics components, which are still being produced in Northampton and will be for the foreseeable future.

Undoubtedly we will face a challenging twelve months ahead and there will be ups and downs. However, the stability of fifty years in business, prudent management and the continued support and commitment of all our staff and customers will mean we will emerge stronger and fitter. Thank you to everyone for your continued support and very best wishes for 2009.

Fred Lumb, Managing Director

New international markets

Cox Medical's universal dispenser, Denpress, is available for use not only with 50 ml and 75ml cartridges but in a major development this popular product for impression materials is now offered with 25 ml cartridges. This is a major innovation and product improvement, which allows Cox Medical to claim it as the only true universal dispenser of materials in its sector.

Ian Newberry, Sales & Marketing Director commented: "The addition of the new, specially designed insert to enable the Denpress dispenser to take all cartridge sizes is a key initiative. We are confident this will enable us to move the sales of Denpress forward a stage further. The last few months have seen us increase sales and in particular in the Far East and in Poland. The move into these new countries is an encouraging break through,

especially with the growth of cosmetic dental surgery, particularly in Europe."

Cox Medical will be attending the 33rd International Dental Show at Cologne in Germany in March 2009, which enables Cox Medical to further promote Denpress as the only truly universal dispenser available on the market today. Attendance at the exhibition will be backed up by increased advertising and PR support.



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Accounts department brought together at Cox HQ.

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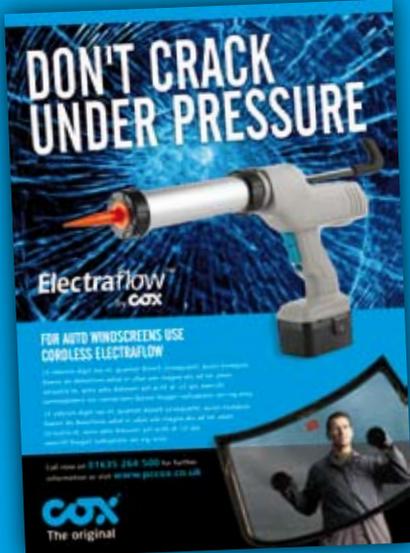
TOPPING THE LEAGUE

Innotech receives its 1,000th spare part order.



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The original

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Driving aftermarket sales

A new marketing campaign is to be launched in the UK in the spring targeting the automotive aftermarket promoting both the Electraflow and the latest handheld MR50.

The lightest dual component cordless sealant applicator, the Electraflow 2C for two component cartridges, has been added to the already successful Electraflow range initially launched for use with single component products.

"It seems that the UK is lagging behind other markets, particularly the rest of Europe and we need to put that right," says Ian Newberry, responsible for worldwide sales across the Cox Group. "The Electraflow delivers fast and efficient application of the most viscous of sealants and has proved very popular in the vehicle and windscreen repair markets in many countries."

To support sales in the UK a brand new marketing campaign will be launched shortly designed to capture new sales in this market and will also include the promotion of the new handheld MR50 too. So whatever the auto industry needs, Cox has a solution.

CHANGES AT COX HQ

The latest drive to further improve efficiencies across all working practices has led to structural changes at Cox Group's HQ in Newbury. A new mezzanine floor has been added in the main HQ building and now houses the whole of the accounts team. Previously accounts were scattered in two separate buildings so to bring the team together has been an important step forward.

The addition of the new offices will increase both the comfort levels for staff and will also improve internal communications as everyone will be working more closely together.



International sales team boosted

Ann-Kathrin Bowhay is from Germany and has recently joined the sales administration team in Cox Group's HQ.

Her previous experience in the building trade and international sales knowledge was just what International Key Account Manager, Anne Roberts, was looking for: "Ann-Kathrin is looking after our customers in Germany, Switzerland, Austria, Scandinavia, East Europe and the Far East, which includes India, China and Japan. It is a big territory, however, she is already proving to be a strong asset to the team. Her language skills and ability to deal efficiently with our customers' orders and enquiries will stand us in good stead for the coming months."

News from the States

Even through the economic challenges in the US during 2008, Cox North America, Inc remained positive and resourceful in strengthening core business relationships with innovative marketing and excellent customer service. We pride ourselves in being able to change our services to meet the needs of whatever our customers want, given the wide diversity of current situations. We feel 2009 will be a great year to show the markets our commitment to provide the world's best sealant applicators and unsurpassed service through good times and bad.

We attended a number of exhibitions last year including the World of Concrete, STAFDA

(Specialty Tool and Fasteners) and Do-It-Best Hardware Group. The shows proved extremely beneficial in communicating to our customers the strengths of the COX brand and the consistently high quality product range that has been in the market for 50 years now. We also exhibited at the National Hardware Show where we held our Annual National Sales Meeting. It is a big event that continues to inform and motivate our nationwide sales representation.

Cox North America Inc would like to wish everyone a happy and prosperous 2009!

Victoria Ringler, Chief Operating Officer, Cox North America, Inc

50TH YEAR CELEBRATIONS



50th Cox branding adorned the new stand at Practical World.



Cox group's 50th year celebrations were kick started with a celebratory reception held at Practical World for a number of long-serving worldwide distributors.



Staff and company friends celebrate at a birthday party and barbecue, of course, with the obligatory birthday cake.



Pictured left to right: **Steve Szczotka** (Plant Manager), **John Berry** (Account Manager), **Tammy Hamilton** (Sales Assistant), **Kelly Morley** (Controller), **Lisa Nappier** (A/R Manager), **Cindy Shepherd** (Warehouse and Service Manager), **Beverly Hamilton** (Order Entry), **Kari Ream** (National Sales Manager), **Victoria Ringler** (Chief Operating Officer)



National Hardware Show 2008 Las Vegas Nevada including the 50 year celebration cake



Topping the spare part league!

Innotech, PC Cox's authorised service and spare parts supply agent in Germany has just received its 1,000th spare part order at the end of last year.

Since their appointment as authorised Cox service agent in 2005 Innotech has gone from strength to strength and now holds over 60,000 spare parts in stock. This enables it to support the Cox customer base and distributors in mainland Europe quickly and efficiently. The company has invested in high-tech diagnostic equipment for battery output and electronics for the Electraflow.

Ian Newberry, Sales and Marketing Director, commented: "We are delighted with the efficient service and support we are receiving from Innotech. Urgent parts are regularly dispatched within 24 hours, which is an important asset when down-time of equipment is critical in the workplace.."

With the increasing sales of the Electraflow, Innotech will also stock the complete range of accessories.

Sales quadruple expectations

Back in November 2007 Mays was invited to Shannon in Ireland to view several aluminium die-castings from a previous client who was experiencing difficulties with their then local supplier.

The castings were "surge arrestors" for electricity pylons. Following successful presentations and quotations Mays won the business. The client's own special purpose machine was shipped over to the UK and the first castings were produced in January 2008.

The potential turnover for the year 2008 was expected to be in the region of £100K-£150K. After the first quarter production really took off, having matched the previous die-castor's output rate Mays was asked to do even better. The Mays production and engineering



team transformed the equipment supplied to enable the output rate to be quadrupled. By the end of 2008 the sales for these castings will have exceeded £500K. It just goes to show you never know what's around the corner.

SPOT THE DIFFERENCE COMPETITION

To get the year off to a fun start, shown right are two pictures of Fred Lumb our Managing Director (no doubt working on the 2009 budget!). The top picture is as it appeared in the last issue of Target. The picture below has **6 subtle differences**.

All you have to do is identify these differences, list or scan in your answers and e-mail your entries to info@barneys.co.uk or if you do not have access to a scanner, post your entries to Jackie Noble, Barneys PR, 42 Baldwin Street, Bristol BS21 4SN England.

The winning entry drawn out of a hat will win an iPod docking station, so get spotting and **ensure your entries are in by March 31st**.

