

TARGET

News from the PC Cox Group

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Electraflow – a winner at WorldSkills

PC Cox was delighted to support the 42nd WorldSkills Competition at the Leipzig Trade Fair and Exhibition held in Germany this summer, part of the WorldSkills Excellence Festival.



Referred to as the Olympics for Apprentices, Cox sponsored “skill 13”, the autobody repair skill where Cox’s Electraflow applicators were used for repairing and bonding side panels. Teams of young people, who had had to pre-qualify for the competition, contributed world class performances, showcasing their skills.

There were four intensive days of competition, where the young teams, aged 18 – 25, competed for medals and medallions for Excellence in Skills ranging from bricklaying, autobody repair and aircraft maintenance. Medallions for Excellence were awarded to those competitors who reached world class standard in their skill. WorldSkills, which takes place every two years, has come

to symbolise the pinnacle of excellence in vocational training. Hundreds of young skilled people, accompanied by their teachers and trainers, gathered from around the world to compete before the public in the skills of their trades. They tested themselves against demanding international standards. The skilled workers represent the best of their peers drawn from both regional and national skills competitions held in 67 countries/ regions.

PC Cox was approached by a leading global car manufacturer to showcase the features and benefits of the Cox Electraflow battery operated applicator and Anne Newberry, Key Accounts Manager, International, with Elizabeth Warren, Sales Support Co-ordinator & Marketing Officer, arranged to provide 25 applicators for the event.

Matthew Quinn, the UK competitor had nothing but praise for the Electraflow applicator he used, which he said performed perfectly, which he commented: *“It was quick, lightweight and really reliable which was a massive bonus when performing at a world class standard.”*

Both Anne and Elizabeth worked to support the event and were pleased to attend and capture some excellent video of winning apprentices using the Electraflow – these are available to view on the Cox website.

Cox’s European Service Centre, Innotech, also worked alongside members of the Cox sales team and were available to answer questions and deliver general technical support throughout the competition. In particular we would also like to thank Martin Deutsch for his technical input and Thomas Baumann from Car-o-liner for his assistance.

Electraflow is Cox’s bestselling cordless range

- For low to medium viscosity
- Interchangeable between sachet and cartridge
- State of the art 14.4V NiMH battery
- Leading on price and performance

EasiPower storms the market!



Cox’s new Easipower 10.8v lithium ion cordless applicator available in cartridge, combi and coaxial versions has shown significant sales growth following its launch just six months ago.

Sales internationally in the semi and professional market continue to boom, where robustness, power and reliability in a lightweight, manoeuvrable tool is vital. Its productivity and ease of use in the automotive aftermarket, industry and construction sectors has been widely praised globally.

Stay social

Don’t forget to take a look our website to keep up to date with what’s going on, you can also see our latest announcements on Facebook and Twitter and “like us” too!



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Around the world in 80 days...well almost!

In recent months the PC Cox sales team has visited many parts of the globe, meeting distributors and visiting subsidiaries. Here's a roundup...



Brazil – inaugural visit

Among the first of the most recent trips was a significant initial visit to Brazil by Ian Newberry and Rodrigo Biazon, which included attending a conference to meet a number of Latin American contacts. PC Cox had been invited to Saint Gobain Sekurit's regional meeting to launch and demonstrate the Easipower to 160 delegates. This proved an excellent opportunity, where Easipower was extremely well received.

While in Sao Paulo, Cox attended the international trade fair for autoparts, equipment and services, Automec, where Easipower was launched on the Saint Gobain stand. The exhibition is an important meeting point in Latin America and was a big contribution to a very successful visit, which was considered to have gone incredibly well with a number of high value orders being received from some significant businesses in the region.



Australia & Hong Kong

PC Cox's travels included discussions with Peter and Gina Coundouris, from Svenic in Australia, as well as visiting a key distributor, Man Cheong, in Hong Kong.

These visits are tremendously valuable to help Cox develop and maintain our relationships with distributors around the world, discuss news and business in the region and find out what is most current and relevant to the development of these individual markets. New distributor opportunities are also being progressed in the South African market, recognising the increasing importance of commercial opportunities.

India next...

Plans are well advanced for PC Cox to take part in a second UKTI Trade Mission this year, with a visit to India; arranged in partnership with UKTI and also with the close involvement of distributors MCoY Silicones.

Cox products are being welcomed with great enthusiasm and the automotive and construction markets in India are embracing the opportunity for future direct business.

"We undertook a market study with UKTI, which studied the opportunities in India and we are looking forward to pursuing this market further as the comprehensive report outlined a number of exciting commercial opportunities." said Ian Newberry.

Mexico – & UKTI

This summer, Cox's Commercial Director, Gerry Hernandez, travelled to Mexico as part of the UKTI group.

The trip presented the chance to explore the opportunities for PC Cox in one of the top emerging markets in the world with a booming automotive sector.

The itinerary included a major automotive centre, Monterrey, as well as Mexico City, concluding with a visit to the Automechanika exhibition. Some key initial meetings took place with potential distribution opportunities and much was learned about the Mexican automotive manufacturing sector.



Thailand

In Thailand, Cox jointly supported its new distributor, GMA Polytech, at the Automotive Manufacturing 2013 exhibition in Bangkok. This was an excellent platform to open up a number of new opportunities in South East Asia. Ian Newberry and Peter Barlow of Profor Export Marketing attended the event which was very busy throughout.

Malaysia

Similarly in Kuala Lumpur there was an opportunity to showcase Cox products at the Archidex exhibition. This was a joint exhibition with Sharp Chemical Company of Japan and PC Cox Japan Trading. Many new opportunities and leads were identified in this important new market for PC Cox.

Our people..

Dawn Salisbury, Operations Director

We are delighted to welcome Dawn to the senior management team at PC Cox. A vastly experienced operations professional, Dawn has developed her career in Quality and Manufacturing. With a BSc in Applied Chemistry and an MSc in industrial chemistry, Dawn has progressed through a variety of roles which began with Ciba-Geigy, a manufacturer of resins, composites and adhesives moving on to Hexcel Composites, a manufacturer of composite material and adhesives. Among other achievements while at Hexcel, Dawn designed and implemented the process based quality management system to achieve the AS9100 approval standard. Dawn joins from Ametek Inc, a manufacturer of actuator products for the aerospace and defence sector, where she was the Group Operations Director,

which included responsibilities for three sites in the UK, as well as an operation in Shanghai, China.

We are looking forward to the benefits Dawn's considerable experience and expertise will bring to the business.

Gerry Hernandez, Commercial Director

Gerry has joined PC Cox in a new position as Commercial Director. The role has been created to lead the Sales & Marketing team and enable increased global focus on business development. As an international Marketing and Business Development executive with over 25 years' experience, Gerry has worked in a wide variety of professional roles for industry-leading multinational companies, including Black & Decker. With considerable experience in building brands, increasing sales momentum plus his

background in industrial engineering he will be able to aid further business growth.

Farewell to Anne Newberry and a warm welcome to Michael Sinai

After nearly 9 years at PC Cox, Anne Newberry has left the company. Anne has been succeeded by Michael Sinai who will be joining PC Cox in the role of Business Development Manager, Europe as of early 2014. Michael will be responsible for all sales activity of PC Cox products in Germany, Austria, Switzerland, France, and the Mediterranean countries of Portugal, Spain and Italy. Michael, a graduate in Mechanical Engineering began his career with BOSCH, before working for STAHL Ltd and GENERAC. Michael will be based in Dusseldorf and we are delighted to welcome him to the PC Cox team.

PC Cox Website

We would remind you to keep visiting our website where you will find the latest product information, news and events and exhibitions we will be attending. As ever, if there is information you would find useful on the site, please do let us know.

<http://www.pccox.co.uk>



Product literature

We are continuing with our on-going programme to produce literature in many different languages, as we fully recognise the need to produce our product information in a much wider range. The latest available is Thai. Please do contact us if you have any specific requirements or suggestions.





BondExpo 2013

PC Cox attended BondExpo in Stuttgart for the 3rd time, following previous exhibitions in 2009 and 2011.

The event was supported by Joachim Rapp and his team from Innotech Marketing und Konfektion Rot GmbH, Germany. We attracted a lot of visitors, from both existing and potential customers. Our Easipower range and new Compact Combi pneumatic applicator generated a lot of interest.

PC Cox was represented on the stand by Elizabeth Warren, Sales Support Co-ordinator, Giles Lumb, Sales Manager, Gerry Hernandez, Commercial Director, Leigh Smith, CEO and Paul Bremner, Technical Product Manager.



Warming up at Cox

Hot-melt adhesives is the latest new market being reviewed by PC Cox.

Initially focusing on the hot-melt granule marked packet in metal cartridges, various sealant companies have been contacted with details of the package and early indications show there is an increasing demand for a high quality system to dispense this material.

In addition the Caulk Warmer is a new invention recently introduced to the construction industry, solving a long standing problem in the building trades.

The Caulk Warmer is a unique warming bag that combines a light weight economical heat source with a flexible heat reflecting shield to retain heat in the bag and keep caulk and other items warm. This will allow the caulk to flow more freely in cold weather, therefore speeding up application time, relieving the strain on user's arms and providing better sealing and appearance.

Please contact the PC Cox sales team for more information on these products.

Automechanika Moscow

Between 26th-29th August 2013 PC Cox exhibited at the Automechanika section of Moscow's International Motor Show MIMS Moscow.

This was the first time PC Cox had exhibited at Automechanika Moscow and it was a very worthwhile exhibition with visits from both existing and potential customers. Ian Newberry, Sales and Marketing Director, attended the exhibition where he was supported by Triada, our Russian distributor.

www.mims.ru/en-GB



There is an opportunity to see PC Cox at the following upcoming exhibitions:

9-12 March 2014 Practical World 2014, Cologne, Germany