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WELCOME...

...to the first ever issue of Target, the newsletter of the PC Cox group of companies. In this issue we are bringing you news and information about all of the companies in the group, hopefully introducing you to some new faces as well as updating you on some more familiar names.

The name of the game

As part of an on-going initiative to encourage professional tradesmen to use sealant applicators specifically made for the job, PC Cox is undertaking the rebranding of the entire range of PC Cox sealant applicators. The PC Cox corporate identity will also be changed to Cox the original, as seen below left.

Backed by a significant investment in marketing which will include literature, PR, advertising and direct mail, the new names will come into effect from January 2005.

"The new names have been carefully planned to make life easier for stockists, users and distributors," comments PC Cox Sales and Marketing Director Ian Newberry. "They are certainly much more meaningful than the old names since they do actually describe the function of each applicator in some way."

To familiarize customers and distributors to the products' new names, they will start appearing on PC Cox invoices and sales documentation in October 2004 when all applicators will also

start to be shipped carrying smart new identification labels. PC Cox distributors will be working closely with stockists to ensure a smooth changeover and literature will be available to enable everybody concerned to become familiar with the new brands as quickly as possible. The new family names of the Cox single component applicators will be:

Easiflow for manual applicators for low viscosity material (Kennet, Stratton, Wexford)

Powerflow for manual applicators for medium/high viscosity material (Avon, Chilton)

Ultraflow for manual applicators for very high viscosity material (Ascot, York)

Electraflow for applicators powered by NiCad rechargeable batteries.

Ultrapoint for pointing applicators (manual and air)

Airflow I for air applicators with heavy duty handle (Winchester, Wilton, Sherborne)

Airflow II for air applicators with silent air exhaust (Tyne, Trent, Tamar)

At-a-glance reference tables are available free-of-charge from PC Cox by calling **+44 (0) 1635 264 500** or visiting www.pccox.co.uk.

"These new names mark an important moment in PC Cox's history," says Ian Newberry. "They will much more closely reflect the status of our tools and demonstrate firmly our total commitment to quality and professionalism."

Easiflow™
Powerflow™
Ultraflow™
Electraflow™
Ultrapoint™
Airflow I™
Airflow II™



The original

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Mays Drills Home its Point

Mays Pressure Die Casting is investing heavily in new machinery this summer, all designed to make production of its high precision die castings even more accurate and efficient.

The company specialises in pressure die-casting alloys of zinc and aluminium, and can turn out components up to 2.5Kg on twenty-four machines. Finishing is carried out by hand by the experienced workforce, supplemented by specialist suppliers of some finishing processes such as plating and painting.

This summer saw Mays plough over £130,000 into two new machines to make their processes more efficient and the quality of finished products even greater.

The first to arrive in early June was a Hunziker fully automatic shot-blasting machine. Designed to remove excess material after casting, the machine can achieve a perfect finish in just two minutes – a process that would previously have



taken 40 minutes. This fully automated process, unusual in the pressure die casting market, offers a finish which has already proved a hit with many of Mays' customers.

The latest new addition to the Mays family is a Twin Pallet CNC 14-Head Drilling Centre. This machine can be programmed to automatically drill holes in predetermined places on die-case components much more quickly and accurately than would be possible by hand. The machine even has

its own checking device to ensure complete accuracy.

"This investment signals our intention to further improve our productivity and quality standards," comments Nick Martin, Technical Director at Mays. "We can now boast the most up-to-date finishing plant portfolio of any pressure die-casting company in the UK."

You can find further details on Mays Pressure Die Casting at <http://www.mayspd.co.uk>

STICK 'EM UP!

The launch of the latest addition to PC Cox's extensive range promises faster, easier, and more productive sealant application. Electroflow, the new battery-powered gun makes any sealant application effortless, increasing productivity by up to 50%.

The new PC Cox battery-powered applicator has been designed and built to provide fast, trouble-free application thanks to its 3kN power. Sealant continues to be dispensed as long as the trigger is depressed, allowing the operator to work

on long joints smoothly and accurately giving an even, accurate bead with minimum effort and wastage.

Electroflow is supplied as standard with a sturdy carry case and two rechargeable batteries. Charge time is less than one hour and the applicator will dispense up to twenty standard 310ml cartridges between charges, maximising productivity and minimising downtime on site. A variable speed control, non-drip function and overload shut off optimise efficiency and minimises wastage.

As well as significantly increasing productivity, our new battery-powered sealant applicator is safe and easy to use.

Electroflow is supremely versatile with models available for use with 310ml, 400ml and US quart cartridges as well as 400ml and 600ml 'sausage' eco packs. A full range of accessories and nozzles are also available.





Fantastic Plastic!

Ark is certainly a company that's going places. We have just installed five new machines including a 550 tonne billion injection moulding machine which will be Ark's largest ever machine to date. This massive increase in our capacity makes Ark a real one-stop moulding service.

We can now boast an impressive tool maintenance and repair facility with a full-time experienced toolmaker. That means we can keep up-and-running, and turn round jobs faster than ever.

We are also working hard to complete a new 'clean' moulding and assembly line which will be ready before the end of the year. These new facilities will enable us to enter some interesting new markets such as the medical and food sectors.

Watch this space for further detail of our ambitious expansion plans...or visit our new website at www.arkplastics.co.uk

New Man takes the Helm at ARK

With over 20 years experience in the plastics industry, Glen Wells, the new man in charge at Ark Plastics is taking on the company at interesting times.

Q: Tell us a little bit about your background in the plastics industry

A: I've had a wide variety of jobs in plastics. My last post before coming to Ark was General Manager of AB Polymer Mouldings, a division of AB Automotive Electronics Ltd in South Wales.

Q: What attracted you to come and join Ark?

A: The business certainly has ambitious expansion plans! They were what whetted my appetite in the first instance. Over the next three years, Ark and the whole Cox Group will be moving into some new and diverse market sectors which is always interesting.

Q: Can we expect any more changes at Ark?

A: We certainly plan to raise the profile of the company in the next year. We are working on a new brochure and web site and my aim is to visit every single Ark customer in the next six months.

MAYS scores bullseye



With over 100,000 dartboards sold, Winmau knows a thing or two about hitting targets.

That's why the world's leading manufacturer of dartboards, darts, flights and accessories uses Mays Pressure Die Casting to produce the bulls eyes for their professional range of dart boards.

Found in pubs, clubs, and sports shops worldwide, Winmau dartboards are the professionals' choice.



The bulls eye ring has to be guaranteed accurate – the company works to tolerances of five thousandths of an inch on a 1/4 inch diameter component. "While the finished product may look quite simple, the component is actually quite intricate," comments John Edwards from Winmau. "Most of the clever engineering is buried beneath the surface of the board. We have been using Mays Pressure Die Casting for years to produce our bulls eyes – they simply produce the goods every time."

and finally...

Keeping it in the Family

It's not just this side of the pond that Cox is the brand name synonymous with quality sealant applicators.

Based in Haslett, Michigan, USA, Cox North America is just as committed as its UK counterpart to supplying professional grade sealant applicators to North America, South America and Canadian markets.

As well as an extensive manufacturing facility, Cox North America boasts a customer service and technical service, and a parts and repair centre and also sells and markets tools and accessories manufactured at PC Cox facilities in the UK.

Chief Operating Officer Victoria L Ringler is singing from the same hymn sheet as her opposite number in the UK when it comes to extolling the virtues of professional grade tools. "Our tools are sold with a full one year warranty, as well as good availability of replacement parts and service facilities," she comments. "Contrast this with the cheap imports coming in from the Far East. It is quite common for these tools to be defective before they have even been used – a waste of time, money and effort from the professional tradesman who wants a simple, effective, rugged tool that will do the job right first time, every time."

You can find further details on Cox North America at <http://www.cox-applicators.com>



WIN A DIGITAL CAMERA IN OUR EASY-TO-ENTER COMPETITION

To celebrate the renaming of our entire product range, we are giving away a state-of-the-art digital camera. All you have to do to get your hands on this

great prize is to correctly complete this PC Cox-themed word search and be the first entry out of the hat on our closing date of 31st October 2004.

The word/phrases you are looking for are:-

- Cox the original
- Ark Plastics
- Sealant
- Battery
- Professional
- Easiflow Lite
- Powerflow
- Soloclamp
- Airflow cartridge
- Bulk
- Powerflow Combi
- America
- Ultrapoint manual
- Target
- Cartridge
- Digital
- Mays Die Casting

Name

Position

Company

Address:

Post code:

Tel:

Email:

Send your entry to: **Helen Curry**, PC Cox c/o 9 The Ashworths, Canvey Island, Essex SS8 9RR by 31st October 2004.

