

News from the PC Cox Group

PC COX Limited | COX North America | Ark Plastic Products | MAYS Pressure Diecastings

Inside...

Page 2

- **NEW CLEAN ROOM POTENTIAL:**
Ark plastics look to an exciting future
- **COX MEDICAL GAINS SUPPORT IN DENTAL MARKET:**
Cox moves into uncharted waters...

Page 3

- **SOLID SUPPORT:**
States continues to support Cox range
- **SURE FIRE HIT!**
Mays reaps the benefits

Page 4

- **HAPPY 21ST:**
Celebrating 21 years of business
- **YOUR CHANCE TO WIN:**
New competition plus previous winner announced



New look Cox on-line

An integral part of the corporate rebranding at PC Cox, as reported in the first edition of Target, has been the launch of the new website – www.pccox.co.uk

The refreshing and distinctive new look reflects the corporate rebranding that took place at the start of the year. However, more than that it is a logical intuitive site specifically designed so it is easy for existing and potential customers to find out about the extensive Cox product ranges, companies within the Cox group and much, much more.

Well received

Commented Ian Newberry, PC Cox's Sales and Marketing Director: "Our new site has been positively received as it is a big improvement with the new product categories more logically defined. It offers enhanced functionality so from a marketing perspective it will enable us to use the data more effectively in targeting sales."

One of the most significant features is the ease with which the site can now be updated and controlled from within PC Cox. Enabled by a backend content management system (CMS) new images and updated product specifications can be uploaded with ease, which means customers can be assured they will always find the latest information on site. Equally important is the improved search facility where customers will



find it easier to match their requirements to the products through improved graphic illustrations and enhanced search capabilities, in particular for the dual component cartridges.

Ian concluded: "All in all we are delighted with our new on-line look. No doubt it will develop further over time as we continually work towards making it even more effective and efficient for our customers and we welcome feedback from readers on anything they would like us to include."

If you have additional information you would like to see on the website or have any other comments please let us know via sales@pccox.co.uk

STOP PRESS

Congratulations to Airbus A380 – the world's largest passenger plane – on her successful maiden flight in Toulouse in April, especially as French distributor Sete Mip supplied 70 Cox twin component applicators for use on the assembly line.




The original

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New clean room potential

Ark – the plastics injection mouldings and extrusions arm of the Cox group – has just completed its new clean room facility at its plant in the Midlands, UK and is enthusiastic about the potential this offers to tackle new market sectors. PC Cox has heavily invested in Ark as the Cox group prepares to enter the dental market through the manufacture of applicators, cartridges and mixers.

Said General Manager, Glen Wells: "Initially we are gearing up for the dental market, however, the potential is vast for other related pharmaceutical and medical sectors. We are able to offer very competitive prices which is leading to some positive and encouraging talks with companies and suppliers."

The facilities with air filtration enabled by Hepa filters include 4 highly accurate electric moulding machines.

Continued Glen: "We have two 50 tonne machines, one has a 14mm screw that enables very small components to be moulded



with great precision. The other two machines are a 100 tonne and a 150 tonne (with robot take-off) and all machines are capable of moulding commodity and engineering polymers. We are preparing for our 10,000 clean room classification." www.arkplastics.co.uk

Cox medical gains support in dental market

PC Cox is delighted to announce its move into the medical and dental markets with the launch of Denpress – a new generation of impression material dispensing systems. Denpress will be launched under separate and distinctive new branding to be known as Cox medical.

Following research and development work that has been taking place over the last 9–12 months, PC Cox has designed and patented this brand new dispensing system initially for the dental market. With 47 years of experience in the manufacture of hand-held sealant applicators, the company has been aware its manufacturing and design skills have the potential to be adapted and applied to many other sectors.

Significant move

Commented PC Cox Managing Director Fred Lumb: "This is a significant move for the Cox group and current indicators suggest that this has huge potential. We are keen to use our expertise and are actively looking at other opportunities to diversify into other markets."



Denpress comprises a fully autoclavable dispenser with changeable breeches and plungers to allow use of all cartridge ratios in one gun. The only other product currently available on the market does not offer this cost effective and practical feature. The dispenser is complimented by a full range of cartridges including 1:1, 2:1, 4:1 and 10:1 ratios plus a full range of individually coloured mixers.

Initial market research – including feedback from attendees at one of the most significant worldwide dental fairs in Cologne in mid April – has been very positive, exceeding expectations in many cases.

Dental practitioners are keen to explore using alternative impression and mould dispensers, particularly as one manufacturer currently dominates the dental market. Dental supplies wholesalers and distributors are enthusiastically supporting the product's development at its next stage, which will comprise a series of field trials. Denpress incorporates a number of enhancements and practical design features that have been welcomed by the dental market. We will keep you posted on developments in this area, once the field trials have progressed further.

People

Solid support

May has seen PC Cox exhibiting in the USA again, attending the National Hardware Show during 17-19 in Las Vegas; with a Sales & Training Conference coinciding with the show. It was only in January that Cox was last in Las Vegas attending the annual World of Concrete Show with representatives from Cox North America and PC Cox Head Office on site to provide customer support.

World of Concrete proved popular for Cox; there was a steady flow of positive visitors to the stand, both from the USA domestic market and also from many overseas markets. Many contractors stopped to express their continued support to the



Victoria Ringler CEO North America (in the pink) and her management team.

Cox line coupled with potential new customers, as well as distributors seeking to expand the ranges they carried. Manufacturers' representatives from many States were also in full-force particularly

checking out industry trends, working with personnel in the booth, and meeting existing customers and making new contacts. We are confident the National Hardware Show will be equally fruitful.

Sure fire hit!



Monitoring the success of marketing and promotional activities is often hard to quantify, however, for Mays Pressure Die Casting one exercise turned out to be a sure fire hit!

Mays joined forces with the Cast Metals Federation as part of four roadshows which travelled the country last year. Visitors at the roadshow heard the benefits of zinc pressure die casting and when it was best to use this technique. There was also a more technical summary on the benefits of the material and

situations when it was deemed essential. Over 200 listened to some interesting speakers and then had the opportunity to talk directly about their needs.

For Mays this was a great success, winning a six figure contract from a global ventilation company as a direct result. Hardly surprising that Mays will be back again for more this year, when the roadshows will be bigger and better. For example one of the events will be held at the Jaguar plant with an opportunity to tour the plant afterwards. Bound to appeal to many engineers and buyers in all sectors.

Happy 21st!

Svenic and PC Cox are enjoying their 21st this year! Svenic is one of PC Cox's longest serving and most successful distributors of the quality sealant applicators so both are celebrating their 21 year partnership.



Peter Coundouris (right) chats to a customer at a recent show.

Founding owner of Svenic, Peter Coundouris commented: "We started selling the Wexford – now known as the Easyflow HD – in 1984 to customers throughout Australia and New Zealand. Over the years the Cox range has grown considerably and, without doubt, it has been the quality and value for money the products deliver time and time again that has been one of the main drivers of our success."

Continued growth led to Cox increasing Svenic's geographic area a few years later. In 1988 Svenic took on the challenge of South East Asia. PC Cox's Sales and Marketing Director, Ian Newberry, said "Svenic has continued to promote our range well and with 21 years experience is well-equipped to answer just about any query that may arise. Product knowledge is a key ingredient to selling quality, over the myriad of cheap copies in the marketplace today."

Continued Ian, "Svenic has been extremely active in promoting the range through its sales and marketing data base and exhibiting at major trade shows in Southeast Asia. I also understand that recent free-trade agreements, signed or being considered, between Australia and countries like Singapore, Thailand,

Malaysia, and the Philippines, will further enhance promotion of our range."

In 21 years Peter Coundouris has seen just about every copy ever manufactured: "Yes, some customers will try other products purely on price. However many come back to our quality products because of the problems experienced with cheaper and inferior products."

Svenic's Customer Service Manager, Mara Ilievski added: "At the end of the day I would rather explain to a customer once why our product is slightly more expensive, rather than constantly have to explain why our products keep breaking down or don't work properly! It is a fitting testament to our product quality that we still have customers from when we first started selling to them 21 years ago."

Today Svenic services a wide range of national and international customers. Names like Sika, Degussa, Dow Corning, Henkel, Fosroc, ITW, GE are just some of the national companies that have forged long-standing partnerships with Svenic over the years. Svenic has become "a one stop shop" for customers seeking the latest in range, quality and reliability in the sealant and adhesive industry.

Enjoy the latest tracks on one of the new ipods

All you have to do to win this issue's competition and a brand new ipod is search for "Cox" Robin – remember that delightful little Robin on last year's Christmas card? Well, now find him again on the new website – www.pccox.co.uk.



Just write down the page you found Cox Robin in and email your answers to mary-lou@barneys.co.uk.

All winning entries will go into the draw and it will be the first to be pulled out of the hat on our closing date of 31 August 2005. The winner will then be announced in the following issue of Target. Good luck and get searching!

Competition Winner

Dr. Ralf Kollfrath from Coltene Whaledent was delighted – and somewhat surprised – to be the lucky winner of last month's word search competition. His prize, a superb digital camera, will soon be on its way to him in Switzerland.



Into music? Well, if so try your luck at this issue's competition and win yourself one of the latest ipods. You could be the next lucky winner.