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More power to your elbow

Powerpush™ 7000

The world's most efficient battery operated applicator is now available. The Cox Powerpush 7000 range of sealant power tools addresses the tougher industrial market and offers more to those using power tools in awkward and demanding working environments.

"We are expecting the new battery powered twin component dispensers to prove popular in industry and out on site especially where access is particularly difficult and compressed air just not practical." Commented Ian Newberry, PC Cox's Sales and Marketing Director. "The range was certainly well-received during its first airing in Paris recently."



Dispensing high viscosity twin component material for the toughest and largest sealant and adhesive jobs, the components have been designed to provide the strength to allow continuous working, assisting productivity on-site.

Featuring powerful 12 volt nicad battery operated motors, the Powerpush 7000 can dispense and evenly mix the most viscous two-part epoxies in both hot and cold temperatures, easily surpassing traditional hand tools.

Added to this the convenience and portability of cordless working, set up time at the job site is more or less eliminated. Variable dial controls for "dosing" and "speed" ensure maximum control and less waste, coupled with an anti-drip feature, which cuts out messy run-on automatically reversing the pistons when the trigger is released.

All in all a real asset to have on site. Watch out for the single component battery applicator early 2006.

Building sales in the Middle East and SE Asia

For the past two years PC Cox has been co-operating with Profor Export Marketing Pte Ltd to develop sales in the Middle East and certain areas of South East Asia.

Headed by Peter Barlow, Profor is a Singapore-based export sales and marketing company specialising in the introduction and sales development of high quality European products in targeted markets. Peter has more than 20 years sales experience in the Middle East and over 10 years in Asia. He has built up strong distribution networks in these areas. This distribution serves industries such

as construction, marine, automotive and general manufacturing.

Profor has focused PC Cox development on the key markets of Saudi Arabia in the Arabian Gulf and Hong Kong in Asia. There are now several distributors of our product line in each country. Hong Kong, in particular, is a launching pad into the rapidly growing mainland China market. PC Cox products are already being used there in production facilities such as electronics and car factories, where the Airflow 2 range of pneumatic applicators is proving very popular with assembly line personnel.



Peter Barlow with Li Tai Chor of Man Cheong Metals Co Ltd



The original

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Cox exhibits at Batimat 2005 Paris

Attendance was good at Batimat in Paris in early November. Ian Newberry, Sales and Marketing Director and Anne Roberts, Sales and Marketing Executive manned a specially designed stand for six days in the French capital, where the new PC Cox Powerpush range was launched. Visitors to the show were among the first to see the new battery powered twin component dispenser, which is forecast to do well in demanding industrial applications where access is difficult.

Ian Newberry commented that it had been useful to meet many actual users of Cox products who were pleased to see that Cox was strengthening its branding in order to maintain its rightful place as the premier sealant gun manufacturer: "Some users said that after trying low cost imitations they had returned to Cox because our guns are fit for the purpose, which is not the case with cheap copies after they have been used for a few



times. Also saying that the need for constant replacements had made them more expensive to use."

This reinforces the message Cox has been putting out globally, that Cox really is The Original. Since rebranding its single component range into more logical product families this has allowed the company, through the in-house digital printing unit, to produce individual

family brochures in a variety of languages. Concluded Ian: "Truly print on demand is helping our distributors to proactively promote our products."

The stand design and displays created for Paris will be adapted when PC Cox attends World of Concrete in Las Vegas in January and Practical World in Cologne in March next year.

Dental market evaluation continues

Since last reporting on Denpress – the brand new dispensing system which has been created for the dental market – further preparations for the sales and marketing drive have been put in place.

"Currently Denpress is undertaking field trials with dental practitioners and we are receiving valuable insight as to how the product has been performing." said Ian Newberry, PC Cox's Sales and

Marketing Director. "This will lead to us refining what we produce so that we will be able to enter the marketplace with absolute confidence."

A new website has been launched (www.coxmedical.com), alongside dedicated sales lines, and Ian has been encouraged by feedback obtained from various dental shows attended in recent months: "We have been making good progress and are looking forward to

2006 with great enthusiasm and welcome the opportunities that this new market should open up for many in the PC Cox group."



People

Quality marked at Ark

Ark – the plastics injection mouldings and extrusions arm of the Cox Group – is delighted to announce that it has achieved the ISO9001 quality standard. The award, which was presented in October, is part of the company's continuous improvement strategy and follows the recent appointment of Brian Sutton as Quality Manager.

Commented Ark General Manager, Glen Wells: This is a further significant step forward in the company's drive

to raise standards and is fundamental in supporting the company in the creation of different markets in which we are offering our new services."

Also Ark has a new printing machine supplied by Tampo which will cater for most of the company's pad printing and reduce the need for sub-contract printing.

Ark is facing a time of rapid expansion and is making good strides forward to prepare for this both in terms of the infrastructure and management team.



We need your help

We know we have very many diverse customers all around the world. And we are keen to hear more about where PC Cox products are used and by whom. To do this we need you to help us.

Can you tell us about some of your most significant customers. It might be because they buy a large number of products from you or that they are being used in high profile or unusual application. If you have some interesting stories to tell, please email details to: info@barneys.co.uk

Competition winner

The lucky person to win the latest style iPod mini was Craig A. Blum, Business Manager – Adhesive Packaging Systems, TAH Industries Inc, USA.



New machining centre at Mays improves efficiencies

Further investment has been taking place at Mays Pressure Die Castings. Among the latest equipment to arrive is state of the art machining technology with a new 14-head CNC twin pallet machining centre. "This machine has literally transformed our secondary operations," says Nick Martin Technical Director. "It can

machine on one side while the operator is loading castings on the other."

One of the key advantages of the 90 degree rotation in either direction is that all drilling, tapping and milling can be achieved in one pass.



and finally...

Putting a face to the name

Communications these days means we deal with colleagues all over the world, but if we met them in the street we could easily walk straight past! So it's good to have the opportunity of putting a face to a name. Particularly with those we deal with regularly but rarely get a chance to meet.

Here's The PC Cox sales team:



From left to right: Anne Roberts, Natalie Rackham, Pip Candy, Ian Newberry, Kathy Salt, Dorothee Baert. Inset: Angela Trump, Sales Administrator for German speaking markets, Scandinavia and E. Europe

If you have a good photograph of your team and would like to be featured in forthcoming issues, then please email your pic to sales@pccox.co.uk

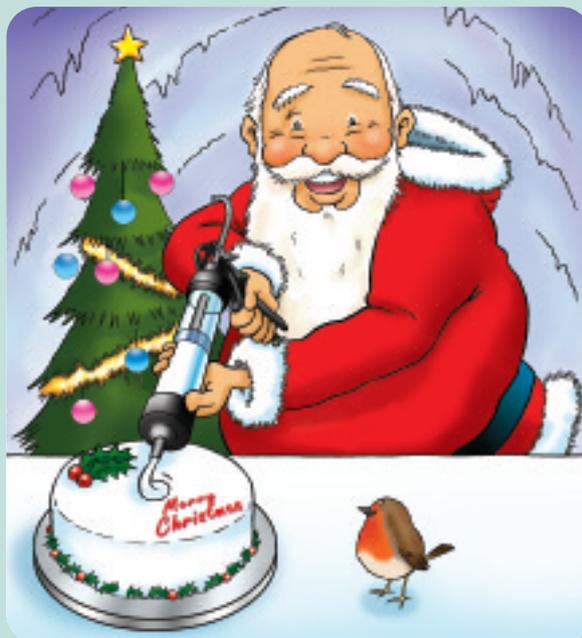
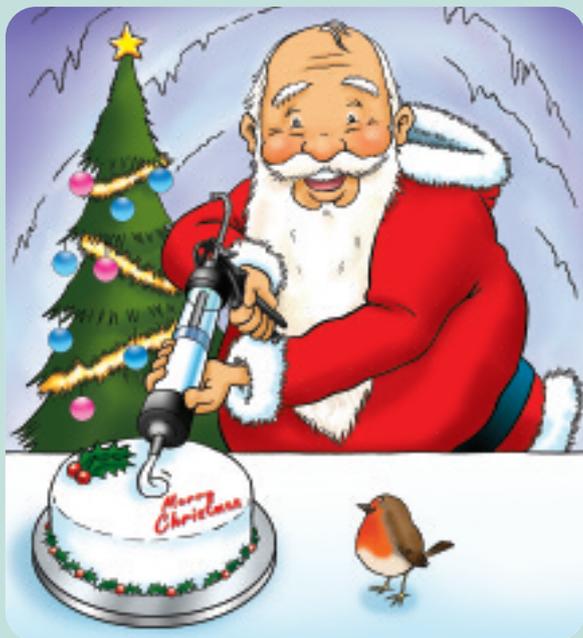
Seasons Greetings



We hope you will enjoy receiving our Christmas card this year. It may well inspire you to create your own festive (or non-festive) scene! If so do take a pic of what you create and email them across to us. You never know they could well end up in print too! Go on have a go and let us see just how artistic you can be.

Send your pics to: info@barneys.co.uk

Competition: Spot the Difference



For your chance to win one of the latest portable DVD players, all you need do is find 10 differences between these two Xmas pics! Just send or email the list of 10 differences to the address below by 31 January 2006. All winning entries will go into the draw.

Just think you could be that lucky winning entry pulled out of Santa's hat! Look out to see if you have won in the next issue of Target. **Happy spotting!**

Send to:
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