

Inside...

Page 2

- **SALES BUOYANT:**
Ian Newberry reports on the year so far
- **QUALITY BRANDS:**
Our relationship with Spanish distributors Antala

Page 3

- **ONE STEP AHEAD:**
Steve Mitchell on Health and Safety at PC Cox
- **BONUS NEW BUSINESS:**
New business at Mays Pressure Die Castings

Page 4

- **PEOPLE NEWS:**
Adrian Pearson, Financial Director and Martin Battley, Sales Manager join PC Cox
- **WIN!:** Get your hands on a Palm Z22 32Mb Organiser

European push follows UK success

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Dentist, Dr Janusz Skrybant, who has been practising in the UK for over 20 years, is delighted with the opportunities Denpress has created for him: "Being able to purchase one good system that lasts and shop around for the best value and most suitable cartridge refills not only makes economic sense, it's more environmentally friendly, and helps with the speed of patient throughput, when under pressure."



Electraflow, full story in next issue

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There will also be a new case available shortly plus a number of accessories including a barrel handling strap and a detachable battery belt which will allow greater versatility and ease of use. The removal of the battery will make the Electraflow the lightest weight applicator of any product currently offered in the market.

Please contact the sales team at PC Cox to place your orders.




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News

Page 2

Sales Buoyant

Ian Newberry, PC Cox's Sales & Marketing Director, is delighted to report that half yearly sales figures are buoyant despite a hardening and highly competitive market and constantly increasing prices for raw materials, energy and transport.

"We are still facing tough competition from cheaper foreign imports, however, but I am pleased to say that PC Cox products are more than holding their own."

For the first half of this financial year

worldwide sales have shown a 6.25% increase on last year.

"This has to be attributed to the quality of our products and our excellent worldwide distribution channels. Without doubt with the introduction of the Electraflow and refinements to our standard ranges – for example, the addition of the flow stop control – these changes help to enhance our position as a committed and innovative company. PC Cox is constantly working on product developments which

are increasing the distance between us and cheaper brands, and has led to growth in all our markets."

"Our customers are realising that despite the challenges and increased manufacturing costs, we are seeing an underlying trend with end users recognising the value of a higher quality product fit for purpose compared with those that just look the part but do not do the job and actually cost more as they need more frequent replacement."

Quality brands and service delivers success



Based in Barcelona, Spain, Antala, is a key distributor of leading industrial brands for the sector, covering not only Spain but also Portugal and North Africa.

It was in 2004 that Antala first took on the PC Cox range of industrial sealant and adhesive applicators and at that time sales levels were around 1,000 products. Just two years later sales have hit the 23,000 mark and expectations are high to exceed 30,000 during 2007.

The Cox-Antala strategy has been very simple and built on mutual confidence – take the best brand (PC Cox) and combine it with the best Spanish distributor (Antala).

With a team of twenty, Antala believes in the fundamentals of personal service supported by quality brands. In their 3,000 m sq facility, they carry two month's worth of stock, and ensure an average delivery time in Spain and Portugal of less than 24 hours for 90% of all deliveries.

Global manufacturers may be going soft!

In the last edition of Target you may recall reading about the revolutionary new "soft cartridge" being developed by PC Cox.

The biggest advantage of a "soft" version is that it squashes right down with continual use, unlike the rigid traditional cartridge.

This makes the soft cartridge not only really easy to use, but ensures the maximum amount of material is extracted from the cartridge, as well as significantly reducing the amount of waste – which is becoming a major global conservation and environmental concern with existing hard cartridges. So as well as being able to be

used on existing cartridge filling lines without major additional investment by sealant manufacturers, the soft cartridge addresses the economic, green and environmental issues being faced by industry today.

A number of global sealant and filler manufacturers are trialing samples for full evaluation and PC Cox is actively working on developing a dedicated applicator for the soft cartridge.

Watch this space for further developments.



Keeping one step ahead

By Steve Mitchell

Health and Safety has always been a priority for the PC Cox group of companies. Steve Mitchell is Group Health, Safety & Environmental Adviser. Here he talks about why PC Cox is passionate about creating a proactive stance to looking after both their employees' safety and any other persons who may be affected by PC Cox's work activities.

"As a group we not only have a big responsibility to our staff for their continued safety but also to our customers who use our products. Without doubt a healthy and safe workforce is a happy and productive one and at PC Cox we have been working closely as a unit to effectively manage health and safety, so that we minimise the number of accidents and injuries that occur in the work environment.

We realise that like every other business we could also experience a serious incident, which could prevent us from continuing normal operations. Whatever the cause, such as a flood or fire, we have a disaster recovery/contingency plan in place to ensure we would recover normal working with the minimum amount of disruption to our customers and workforce.

With regard to our customers, all our products undergo stringent risk assessment during development and prior to going into full production. Where applicable all products are also CE marked and supplied with declarations stating the regulation/directives with which they comply.



Everyone has to be proactive in looking after their own safety and we encourage awareness around the working environment to keep on top of potential hazards.

PC Cox has invested in a number of H&S initiatives in the last couple of years:

- New fire alarm and emergency lighting system across the whole PC Cox site in Newbury.
- Health surveillance for many employees is offered, including audiometric testing, lung function testing and blood testing.
- Health management software system to be introduced, this will improve the co-ordination of H&S issues across the group and help ensure resources are directed to areas most in need.
- All employees receive H&S training as part of their induction and on-going refresher updates.
- Selected employees are trained as first aiders
- PC Cox group is working closely with the Health & Safety Executive and Environment Agency to ensure the company is proactive in its approach to Health & Safety.



The latest pictures of the Clean Room at Cox Plastics Technologies bear testament to the additional work that has taken place recently to maintain the first class facilities. The impressive ATM Assembly Cell is performing well and has impressed a number of visitors during recent factory visits. An additional technician will also be joining the team in the summer.

Bonus new business



Mays Pressure Die Castings is delighted with the new 250 tonne aluminium die-casting machine installed late last year. Delivering consistent quality shot after shot it really has been an extremely beneficial addition to the Mays operation. New business annualised at £500,000 was secured in February from an existing client who serves the lighting industry. In addition Mays has also just secured another new project from the same client, which will come on line in September this year.



Alan Gammon, General Manager, Cox Plastics Technologies was pleased to present certificates to two of his longest serving Mouldshop Operators, Barry Clements and Jennifer Vison who have recently been awarded certificates in Adult Literacy recognised by City & Guilds and OCR (Oxford Cambridge & RSA). Cox Plastics Technologies offers in-house training for operators to help improve their all round communication skills.

STOP PRESS Denpress' industrial appeal

The appeal of the unique Denpress dispensing system is proving to have an even wider appeal than first anticipated. A number of existing customers believe it will prove extremely useful for more specialised industrial applications. PC Cox is now testing the same design applicator in non-autocavable material for use with industrial glues and sealants.

and finally...

Page 4

THE PROBE

As part of the on-going publicity for Denpress, the system was reviewed by leading UK dental publication, The Probe.

Cox Medical saw the need for a single gun that would take a large range of cartridges for impression materials, temporary resins, bite registration materials, etc.

The result is a very neat gun called the Denpress System.

This is a single gun with a range of adaptors and plungers that are compatible with a huge range of materials. Certainly all the materials we regularly use (leading brands of impression material, temporary crown and bridge resin material, core build up material and bite registration materials) all fitted easy and the gun worked well. It is efficient and straightforward to use and feels comfortable to hold and easy to clean.

It means that you never run the risk of not having the gun you need (even for rarely used cartridge based materials) and would be good in small surgeries with limited means and possibly where storage space is limited. It may also have financial savings although in our experience companies are usually prepared to provide conventional gun systems to surgeries that convert to their materials.

Overall a good, well designed and well made product.

Competition

With thoughts of holidays and exotic places on our minds, this month's competition gives you the opportunity to win a Palm Z22 32Mb Organiser.

Shown alongside are eight images of countries where Cox have distributors, all you have to do is identify the countries that the pictures show, what could be easier? So get your entries in and you could be the winner!

Send your entries to info@barneys.co.uk or send to Jackie Noble, Barneys PR, 42 Baldwin Street, Bristol BS21 4SN England.

PEOPLE NEWS

Focusing on what counts

Improved customer service, quality and efficiency has been the focus for Alan Gammon since he joined Cox Plastics in the autumn last year. A marked reflection of the progress made to date was the endorsement with the ISO9001 QMS audit earlier this year.

Alan in his new role of General Manager has restructured his management team to help develop an all round more efficient service. Working alongside Alan is Andrew Baker, in the role of Administration and Order Processing Manager and Philip Ireson as Quality Manager. Adrian Pearson is the new Financial Controller, joining from Speedlink Express Ltd. Martin Battley, as Sales Manager, has also just joined the company with a proven sales record within a broad range of markets, and particularly the plastics industry.

Commenting on his new team, Alan said: "I am delighted to be working with some very experienced managers. In addition we now have first class clean room facilities and the opportunity to build on our third party moulding capabilities."



Adrian Pearson (Financial Director) and Martin Battley (Sales Manager).



Answers

- 1 _____ 2 _____ 3 _____ 4 _____
 5 _____ 6 _____ 7 _____ 8 _____

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Page 2

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