

# TARGET

SUMMER 2010  
ISSUE 11

News from the PC Cox Group

## Customers key to our success

For those associated with the PC Cox Group over the years, you may be familiar with our commitment to quality and innovation. I am pleased to say that despite the economic climate that has impacted almost every industry sector, PC Cox's focus remains, continuing to innovate and bring a number of brand new products to market over the next few months.

My product development colleagues have also been working hard on developing innovative enhancements to existing products. Much of this development has been down first and foremost to listening and then responding to our customer needs and ideas, which has been acted on by our sales team when out and about in the market.

We would like to thank all our loyal customers for their continued commitment to our products and also recognise the progress we have made in other expanding market sectors in particular the automotive aftermarket.

We would like to thank you for your continued commitment to the Cox brand and wish you well in the coming months.

**Fred Lumb**  
CEO PC Cox Group Ltd

## ENCOURAGING RUSSIAN TRIP

"A fruitful fact-finding trip that has given valuable insight into a huge market." These were the words of Ian Newberry Sales & Marketing Director, PC Cox Group, following his return from a brief visit to Russia organised by UK Trade & Investments through the British Embassy in Moscow. It was an opportunity to catch up with Triada, Cox's Russian distributor as well as look at new opportunities.

"It is important to visit as much of our worldwide market as we can to ensure that we are meeting the individual needs of our global customers." Continued Ian. "It was non-stop following the moment the plane touched down, however, it has been of real benefit to hear and see first-hand our market, consider the competition and explore the opportunities for boosting future sales. The differences in doing business between St Petersburg and Moscow were very clear.

We may well return in November for a building exhibition which looks particularly promising, we are aware of the strong commitment the market has shown towards our professional applicators."

The Russian trip is one of a number of overseas trips undertaken by the Cox sales team to maintain and improve on-going relations with its customers and distributors. More are planned in new worldwide markets where Cox sees potential to increase its profile and representation.



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Automotive aftermarket becoming increasingly important.



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Parkett-X-Press was recently awarded the Holzland Award 2010 for innovation.



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#### TEST YOUR KNOWLEDGE OF RUSSIAN

Win a traditional Russian Babushka Doll.

**COX**  
The original

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## PRODUCT NEWS UPDATE

As part of our continuing product reviews, PC Cox has been working on improvements to the Ultraflow Cartridge and Combi range of high power hand applicators, and will be announcing full details soon. We have been able to modify these products to improve performance and equally importantly these changes will allow us to reduce the price for these products to make them even more competitive and essential to professional users.

**New products in the pneumatic range will be announced shortly which ensures PC Cox stays ahead of its competitors in this highly specialised and quality sensitive area of the market and we look forward to sharing this news with our distributors towards the end of 2010.**

A new range of "economy class" cartridge and combi hand applicators will be announced before the end of 2010 too which will help our distributors complete the range

of PC Cox hand applicators and place them in an even better position against many of the poor quality copy products we all see in the market. We will be in touch with all these exciting new developments in the coming months.

Finally, we are pleased to inform all our customers and distributors that all PC Cox products are now coated in lead-free paint only, reflecting our commitment to improving the environment.



## Optimistic market

**PC Cox enjoyed a good show at the bi-annual Practical World Exhibition recently held in Cologne.**

Much interest was generated by the on-stand product demonstrations, particularly the pneumatic and battery powered applicators.

There was evidence of a much more optimistic outlook from many customers visiting the stand: "This is always a very positive show for us to attend" added Ian Newberry. "It is a good starting point for the year and allows us to discuss our products and develop new ideas with our customers and distributors."



## AUTOMECHANIKA 2010

**In September PC Cox will attend the leading automotive trade fair – Automechanika 2010 - in Frankfurt (14-19 September).**

For the first time the company will have its own stand and visitors will find Cox products in the British Pavilion under the sponsorship of the British Society of Motor Manufacturers & Traders. "Live" demonstrations of a number of products will take place, particularly with the increasingly popular Electraflow range. It is also expected there will be several new products unveiled at the show in the pneumatic applicator range.

PC Cox's International Key Account Manager, Anne Newberry, who will be attending the show throughout commented: "The automotive aftermarket is an increasingly important commercial sector for us and shows our increasing diversification away from our more traditional core markets. Our presence at Automechanika, the prime international automotive exhibition, clearly reflects the importance and commitment we are making to our distributors and key customers in this sector".



## NEW WOOD FLOORING APPLICATOR A SURE WINNER!

Working on bespoke products with customers, PC Cox developed a new flooring adhesive dispenser with Germany's leading wood marketing company, Barth & Co. Parkett-X-Press - was recently awarded the Holzland Award 2010 for innovation as the best product for professionals at Germany's Holzland EXPO 2010, a wood products exhibition for retailers. It was recognised for its ergonomic, economic and spill-free features as well as its easy to use fast application.

The Parkett-X-Press was launched to the public for the first time at the exhibition and was very warmly received. The new product is designed for ergonomic and economic processing of adhesives for gluing in place wooden flooring planks. It was a logical development from the demand for first class installation and the availability of premium floor adhesives in polybags. The product is suitable for all top

quality flooring whether engineered or solid wood. It delivers a 100% spill-free workplace and flooring surface, reduces waste to an absolute minimum, offers a quick application and is an easy and intuitive design to use. The adhesive output is very controlled and remarkably straight.

The other significant advantage is being able to work in a comfortable, normal standing position. Combined with the use of a disposable glue spreader this makes it ideal for use by professionals as well as for the rental business and end users. Parkett-X-Press resulted from the collaboration between Barth & Co. GmbH, one of the leading marketers for wood products on the continent and brand leading sealant and adhesive applicator manufacturer, PC Cox. It is available as a pneumatic and electric version using Cox's Electraflow technology. Its spreading head is adaptable to almost all plank dimensions up to 300 mm in width.



## New robust electraflow case

A more robust custom-designed case is now available for the Electraflow battery applicator. It is tough and therefore able to take the knocks in a practical working environment, yet is lightweight for easy transportation.

Available as an optional accessory



## Elizabeth joins the sales team

Elizabeth Warren has recently joined the PC Cox sales team as Customer Services Co-ordinator and with specific responsibilities for looking after customers in German speaking markets, Scandinavia, Eastern Europe and the Far East. Elizabeth is highly experienced in customer services on a global basis and supports Anne and Ian Newberry's global sales and accounts management responsibilities.



## Cox clamps as you've probably never seen them before...

"Quite simply these 4 legs will allow you to create a very durable ECO coffee table without the need for tools or skill. All you will require is a flat panel to attach them to. This could be literally anything you may have lying around!"

The image on the left below shows the legs attached to a piece of safety glass removed from a door found in a skip!

"With the costs of transporting furniture around the globe, the energy used in manufacture, and the associated Carbon footprint Cohda Design have responded with the patented Revive Table Legs as a solution."

Cohda design even ran a competition only last month – the urban table challenge - to create as many different coffee tables in as many different locations as possible over 7 days, with the results on their website: [www.cohdadesign.com](http://www.cohdadesign.com)



## So who are Cohda Design?

British company Cohda Design Ltd was founded in 2006 by product designer Richard Little as an urban design brand with a mission: "to design, manufacture and supply innovative contemporary products that break down the pre-conceptions of what sustainable, innovative designs should be."

Or more directly summed up by the New York press when Cohda launched new work on Broadway in 2007, as 'Punk Rock ECO Design!'

## And there's more...

This other innovative design was spotted on sale in Liberty's of London.

Let us know if you are aware of any other imaginative creations using Cox's products.



## WEDDING IN SALES

The autumn saw Anne Roberts, International Key Account Manager, marry Ian Newberry Sales & Marketing Director, at a ceremony on 11 September in the Hotel du Vin, Winchester. "It was delightful, the sun shone, for a perfect day with everything just as we wanted it. Thanks to everyone for their good wishes." added Ian.



## RUSSIAN COMPETITION

### САПСАН

The competition in this issue of Target is linked to Ian Newberry's trip to Russia. A clue to the meaning of the word shown above is in the picture. Send your answers to Jackie Noble, JN Bristol on [jackie@jnbristol.co.uk](mailto:jackie@jnbristol.co.uk)

The winner of this competition will receive a Russian Babushka doll similar to the one shown on the front cover.

