

TARGET

News from the PC Cox Group

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Global demand for latest pneumatic applicators



See it for yourself

Further product information is available on our website including demonstration videos. However if you would like to experience "live" demos of the Jetflow3 and Airflow3 we will be at Practical World in March. See pages 4-5 for more details.

In just a couple of months our most recently launched products have generated considerable international acclaim.

The new series 3 Airflow has won a highly regarded design award in Japan and both the Airflow3 and Jetflow3 are increasingly in demand by many who have already tested the newly designed applicators and are delighted by the new performance these tools offer.

Both of these single component pneumatic applicators are effortless to use, as they are light and more comfortable and, therefore, are delivering higher productivity rates.

Airflow 3™

The award-winning and latest generation Airflow3 is an efficient, modern applicator for low to high viscosity adhesives and sealants:

- quieter – with its inbuilt silencer

- delivers more protection – with its fully enclosed airline
- more precise smooth flow control – with its integrated air pressure regulator

See Jetflow and Airflow applicators on our Youtube: www.youtube.com/pccoxacademy

Jetflow 3™

The Jetflow3 is unique, a multipurpose applicator able to replicate the full range of highly accurate spray patterns by an original vehicle manufacturer, essential for automotive repairers and refinishers.

- highly accurate spray patterns
- delivers both bead and spray
- easy and accurate air regulation
- high level flexibility and controlled delivery

Ian Newberry, PC Cox Sales & Marketing Director is very pleased with customers' reactions: "Much time and effort is invested in developing our products to the next level. We have achieved it with the new Series 3 Airflow and Jetflow. Our customers around the world have recognised the evolution of these new designs and orders started arriving shortly after the first samples became available. Customers in many countries worldwide are now using the new products."

GOOD DESIGN AWARD

The Japan design award for the Airflow3 has been an added bonus and is true recognition that we have developed a first-class product that is delighting our customers."

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Sticking with Cox in Japan



Japanese sealant manufacturer and distributor, Sharp Chemicals, will soon strengthen its Cox partnership by the creation of a new company to specifically sell PC Cox products in Japan.

Following recent meetings with Sharp Chemicals President, Mikio Murakami and Sales & Marketing Manager, Yoko Ito, the two companies will be working together with a dedicated personnel team to closely brand and profile PC Cox applicators in Japan.

Ian Newberry commented: *"This is extending a solid relationship that has grown over recent years and marks a commitment from both sides to fully develop the Japanese market."*

ABOVE: Sharp Chemicals President Mikio Murakami and Sales & Marketing Manager, Yoko Ito.

World of Concrete, USA

Cox North America, the PC Cox USA subsidiary recently exhibited at the World of Concrete, Las Vegas, USA.

An international event for commercial construction, concrete and masonry industries. It was an opportunity to meet with industry professionals including users, distributors and OEM partners.

Kari Ream, National Sales Manager of Cox North America commented: *"The World of Concrete is a good show which enables us to confirm to the market our worldwide presence in the concrete industry as the renowned leader in quality sealant applicators."*

Cox North America was supported during the Show by Fred Lumb, CEO PC Cox and Ian Newberry, Sales & Marketing Director who travelled from the UK Head Office to show their support for the USA operation and to reinforce the importance of PC Cox's global business strategy.



ABOVE: The PC Cox stand at the World of Concrete

Two new faces at Cox North America



ABOVE: The two new faces at Cox North America; Alan Redmond (left) as Technical Product Manager and Tim Caswell (right) as Account Manager.

Alan Redmond is the new Technical Product Manager at Cox North America.

Alan brings over 20 years experience in product development and manufacturing from a variety of industries. Alan adds capacity to the engineering team with focus on technical development and support for the North American markets.

"I enjoy working with customers to really understand the need or opportunity, and then working to get a proper solution in place. Cox has an incredible heritage of developing high-end, enduring, on-target products for assemblers and installers all over the world. For these craftsmen, "time is money"! I look forward to helping them get the most out of their time and money."

Tim Caswell has joined Cox North America as Account Manager.

Tim will be contributing to the sales department by working with both current customers as well as seeking new companies with whom to partner: *"Cox has a great reputation in the industry and truly understands the importance of competing in a global marketplace. I look forward to expanding the Cox brand into various industries and contributing to their exceptional customer service."*

New face at Cox HQ

Daniel Thomas has recently taken up a brand new role at PC Cox as new Production Planning Analyst. He has been appointed to help drive continuous improvement through the logistics infrastructure and supply chain.

He joins with ten years experience in the automotive and engineering industries in both customer and supplier facing roles.

Production Director, Derek Inglut is pleased to have Daniel on the team: *"We are delighted Daniel accepted this new position and are confident he will make a significant contribution."*

With considerable growth in manufacturing at Cox through an extended product range and increased complexity of the range, Daniel will play a key role in co-ordinating and planning the manufacturing and supply chain.

Derek added: *"We are continually striving for the most efficient and sleek "just in time" manufacturing process and the key areas of stock, inventory control, and the supply chain is a key requirement for continuous improvement."*



ABOVE: Daniel Thomas - new Production Planning Analyst at Cox Headquarters

It's Practical World – Cologne, Germany, 4–7 March 2012



ABOVE: 3D rendering of the PC Cox stand for Practical World 2012

PC Cox at Practical World 2012

Every two years the doors open for Practical World in Cologne, Germany.

This is one of the most popular meeting places for all manufacturers, distributors, and buyers in the hardware industry. Attended by 2,700 exhibitors from 52 countries and 57,000 visitors from 124 countries in the middle of a conurbation with 21 million inhabitants. The world's number one exhibition in the hardware sector for over 50 years.

New! Product Leaflets

We will also have a new set of sales leaflets; more than we have been able to offer before, to support our much broader range of global markets.

These are being produced in more languages than ever before and will now include Russian, Japanese, Korean and Mandarin Chinese to support the rapidly growing demand for our products in these various growth markets. Do make sure you collect the one that's right for you when you're on our stand.

Come and see us! Hall 10.1, stand no.B023

We are bigger and better at Practical World this year. PC Cox has a brand new stand, with more space for extensive product displays, a larger demonstration section plus a relaxing and comfortable "meet and greet" area too. PC Cox will be delighted to welcome you to the stand.

It will a great opportunity to see not only the Airflow3™ and Jetflow3™ but also an extensive range of Cox applicators. Including the Midiflow, where we currently have a great spring promotion running. Orders placed at the show for 9 products will entitle you to one free.

Special offers!



There will be a number of special offers available at Practical World, including the current offer on our latest mid-range applicator range, Midiflow.

Midiflow offers the same high standards as all Cox applicators and represents excellent value for money.

Available in 2 versions:

- Midiflow Cartridge for 310ml and 400ml cartridges
- Midiflow Combi for 600ml sachets and cartridges with quick change plunger system

Designed and manufactured in England

Light and easy to use with new high strength engineering polymer trigger assembly

Unique Cox wear compensation sleeve to reduce wear and extend product life

Built to a high quality but with a budget price

10:1 trigger ratio for low-medium viscosity products

*Until 30 April 2012 we are offering you 1 free applicator with every 9 purchased. Orders must be placed by 5pm Monday 30 April to qualify for this offer.

"Live" show demos

Product demonstrations will run at regular intervals throughout the day.

There will also be a chance to view the show reel that highlights not only the benefits and wide range of Cox products but also the considerable customer support and service that is available too.

View our online product demonstrations for:

- Jetflow
- Electraflow
- Ultraflow
- Powerflow
- Midiflow
- Ultrapoint

at www.youtube.com/PCCoxAcademy



ABOVE: A screengrab from one of our instructional videos, similar to what you can see on display at Practical World

Exclusives! So much more to come!



Dual Component Pneumatic

Also previewed on the stand will be the latest pneumatic dual component Series 3 range.

Currently under development however with some great new features and benefits:

- even lighter
- easy one-handed control
- latest ergonomic design
- newly designed built-in regulator and built-in silencer
- new push button air return for pistons for easier removal of cartridges

Electraflow Easipower™

A lighter weight and competitively priced applicator for low/medium viscosity sealants due for full launch in the autumn.



FloorFix™

The new FloorFix applicator will be Cox's own brand flooring adhesive applicator for wooden floors. This new battery-powered or air powered upright applicator will open up new opportunities for the Cox brand in this growing market. (Just available now!)

It is the first time all these new products have been previewed. So visiting us will give you a real opportunity for a sneak insight of what's to come from PC Cox very soon.

Ian Newberry would like to extend an invitation to all existing and potential distributors: "We very much enjoy Practical World, it is a great opportunity to meet old friends as well as welcoming new visitors to our stand. We are sure all these extra features this year will ensure the stand is informative and interesting for all. My colleagues who will

also be available to meet you this year will include: Anne Newberry, International Key Account Manager; Elizabeth Warren, Customer Service Administrator, Paul Bremner, Technical Product Manager. We all look forward to an exciting and enjoyable few days.

Our official service partner for Germany, Innotech GmbH, will be present throughout the show too. Joachim Rapp and his team will be continuing their unique and valued support to the Cox team in Germany with live product demonstrations and technical support."

Come and meet us all in Hall 10.1 on stand number B023!

Cox at International Sealing and Bonding Exhibition



Many visited PC Cox at **BONDexpo**, which was held in Stuttgart at the end of last year.

BONDexpo is one of the most important exhibitions for the sealing and bonding industry and this was the fifth year it had run. With a market that is reacting to continual change and development, not least with new materials representing different bonding technology challenges, it is important that Cox continues to work in partnership with sealant and bonding manufacturers. The challenge as ever is to develop applicators that can deliver the performance required to cope with the evolution of new bonding and adhesive materials.

Renowned for supplying state of the art tools to support such developments, PC Cox enjoyed a very successful exhibition. There

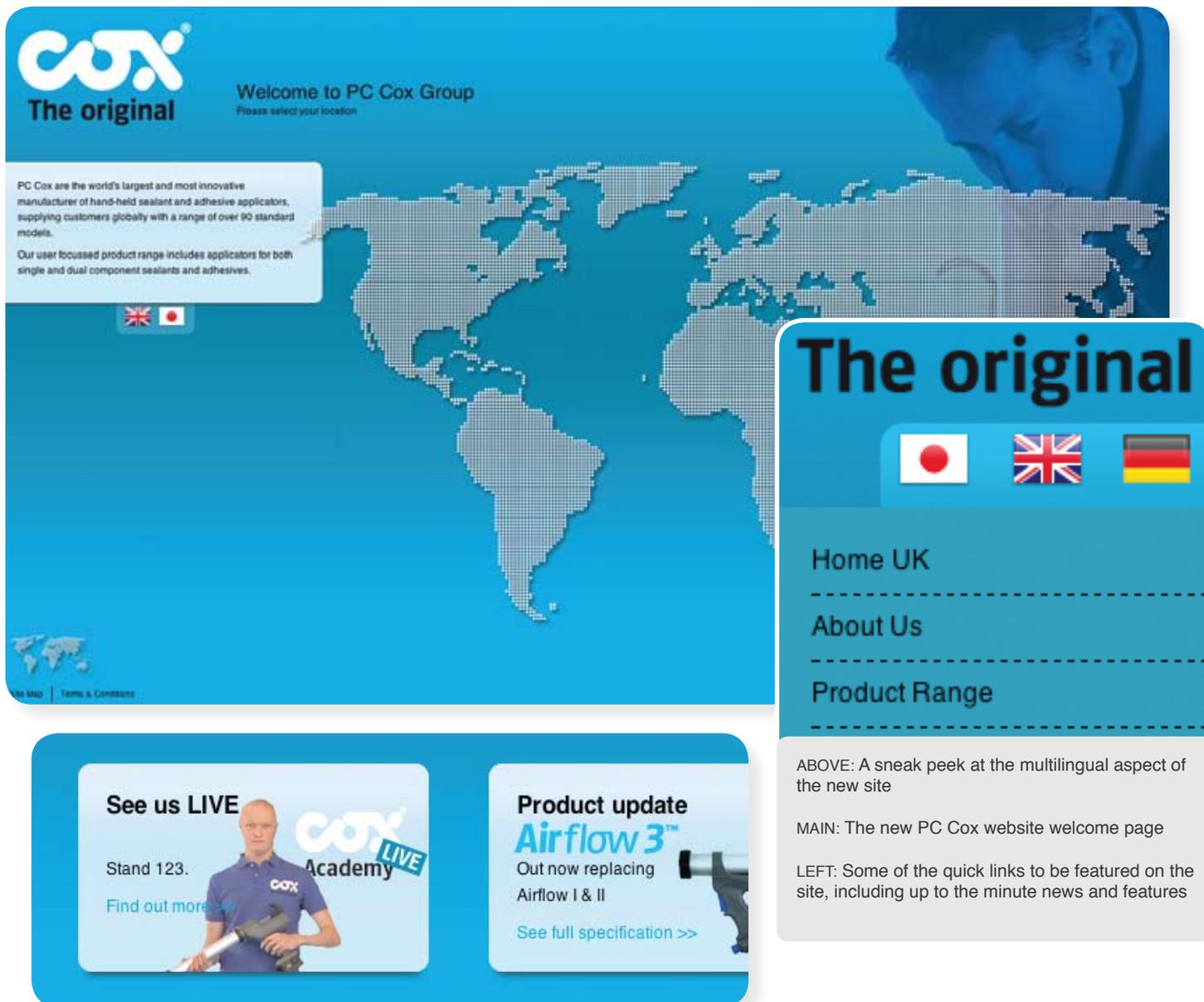
was much interest not only in the new Series 3 Airflow and Jetflow applicators, but much of the Cox range that was on display.



Anne Newberry, International Key Account Manager, and Elizabeth Warren, Customer Service Administrator, (seen right) on last year's Cox stand at BONDexpo.



New websites coming soon!



ABOVE: A sneak peek at the multilingual aspect of the new site

MAIN: The new PC Cox website welcome page

LEFT: Some of the quick links to be featured on the site, including up to the minute news and features

Later in the spring we will also be announcing our newly improved international websites.

This is the second phase of an on-going programme to ensure our online presence is reflective of our growing global market. Our new website will more accurately represent our international and truly global position.

You will soon be able to access all the information about Cox and its products in

a greater number of languages. At a later stage we will also feature the added benefit of ordering on-line. As you can imagine this takes time to get right and each new country's website will be rolled out during the coming months. So watch this space.

We will keep you informed during 2012 as we make progress and our on-line presence develops. First to appear will be the new UK site and our website for our customers in Japan later this month.

Watch this space!

Make sure you keep an eye on our website for all the latest news and for when the new site goes live.

www.pccox.co.uk