

TARGET

News from the PC Cox Group

SPRING 2014
ISSUE 18



Make a date with COX
at Automechanika
Frankfurt, 16-20
September, 2014

As part of COX's ongoing product development programme, we are currently undertaking product testing on a range of new and improved applicators for launch at this year's Automechanika.

As we move into the summer, show tickets will become available and if you would like to attend as a COX guest, please speak with your COX Representative to register for a free ticket. Of course, as usual we look forward to meeting both existing and new customers along with many of our friends.



It's the International Hardware Fair Cologne again!

In March 2014, the biannual International Hardware Fair Cologne (Practical World) opened its doors again to a stream of interested visitors. No less than 50,000 visitors walked the aisles looking at a staggering 2,783 stands covering exhibitors from 136 countries.



This year's exhibition was truly an international success for PC Cox with representation from our American and Japanese businesses, along with our European colleagues, and we had new developments to talk about and discuss with our valued customers. A great benefit for those visiting from Japan was that Yoko Ito, (Sales Manager) COX Japan, was able to communicate with them in their own language.

With COX customers both new and existing (many of whom have become friends) coming from far and wide, our stand was constantly busy, generating highly positive

and encouraging meetings - exactly what the COX team were hoping for.

One of this year's stand-focused products was EasiPower, now in its second year of production. We were keen to have feedback on its performance and fully demonstrate its power to weight benefits over competitive products.

Also, what has now become a regular feature for COX, is our "live" demonstration area. It always attracts attention and provides COX with the opportunity to demonstrate the ease-of-use and flexibility of our applicators across a range of material viscosities and types.



Greeting Customers and Friends this year from our UK Head Office were:

Leigh Smith
CEO
Gerry Hernandez
Commercial Director
Ian Newberry
Sales & Marketing Director
Cliff Beckett
Technical Director
Paul Bremner
Product Manager
Giles Lumb
Sales Manager
Elizabeth Warren
Sales Support Co-ordinator

From Germany:

Joachim Rapp
CEO
Martin Deutsch
Technical Product Manager
Kerstin Günther
Sales
(All Innotech GmbH, Sales and Service Agents)

From North America:

Kari Holcomb
National Sales Manager

From Japan:

Yoko Ito
Sales Manager

Stay social

Don't forget to take a look at our website to keep up-to-date with what's going on, you can also see our latest announcements on Facebook and Twitter and "like us" too!



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Compact Combi – Let's go light!

It's not only about power, it's about ergonomics and comfort and the COX technical and design teams have been working hard to enhance the user experience of our Series 3 pneumatic applicators.

As a result, we have developed two new additions to our pneumatic range - the Airflow 3 Compact Combi and Jetflow 3 Compact Combi. Both applicators are significantly shorter in length due to the floating plunger system, making them lighter and easier to handle when fully loaded. The lower weight provides a great benefit for those heavy users of high viscosity materials. Although much lighter than our existing Combi applicators, the new Compact Combi applicators still deliver the same smooth and controlled power. Both tools are very easily changed between cartridge and sachet use with the COX Quick Conversion Kit.

The applicators come with all the regular improvements of the Series 3 range: ergonomically designed handle, variable speed control, enclosed air hose and built-in silencer.

So let's go light with the Compact Combi!

For details contact our Sales Team
or visit our website www.pccox.co.uk

Airflow 3™ COMPACT COMBI



Jetflow 3™ COMPACT COMBI



COX in the USA

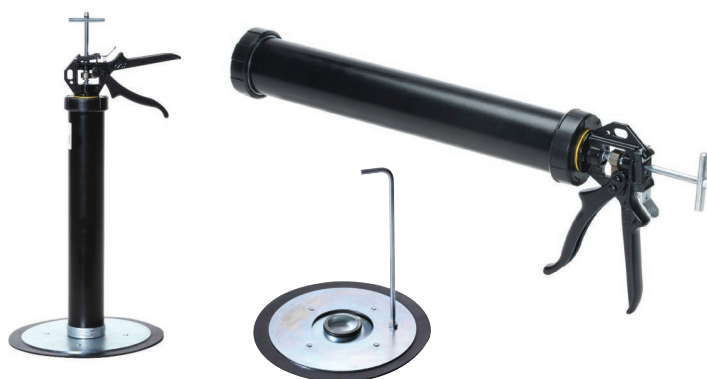


World of Concrete

COX North America exhibited at the World of Concrete in Las Vegas, Nevada in January. The event was supported by the US Sales & Technical team attracting visitors from across the globe. The new 12V Lithium line and convertible pneumatic applicator (for cartridge and sausages) took centre stage and generated a lot of interest. A live demonstration area allowed stand visitors to operate both manual and pneumatic applicators.

2.5" Bulk Guns

COX North America has introduced a new barrel with a wider diameter for high-capacity bulk dispensing. The new range consists of both manual and pneumatic applicators, along with 2 and 5 gallon follower plates. The high-quality aluminum barrels are 2.5" in diameter and are capable of holding 1400ml of material. Officially launched in the USA, the product is now a stock item from COX North America.



A special Japanese guest

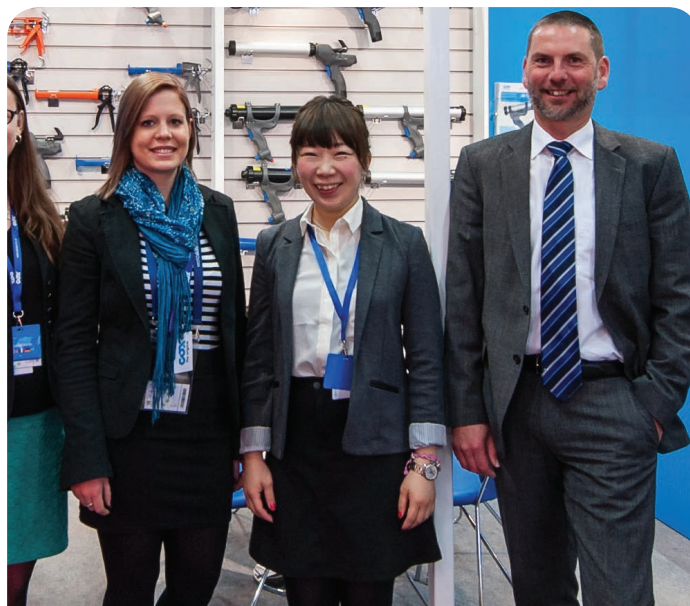
Yoko Ito (Sales Manager) of COX Japan has been visiting the UK for a three month period to gain first-hand experience of how we operate at the UK Head Office, and to learn more about our extensive product range.

Although a regular communication between the two companies is well established, with email and video calls between Mikio Murakami (Cox Japan) and Ian Newberry (Sales and Marketing Director), the decision was made that it would be a great opportunity to show and train Yoko directly in the UK. Yoko spent time in the factory, assisted with some new product testing and even helped design some special adaptors specifically for the Japanese market. Much of this was undertaken under the guidance of the COX technical team.

Whilst in the UK, Yoko also worked in conjunction with the Purchasing Department to source new labels, specific to the Japanese market, to assist retailers in their drive to promote COX products.

Like many customers who visit us, Yoko immediately commented “I didn’t realize COX UK had such a wide variety of products...and it is very interesting to see how people in different countries work in a manufacturing business”

In the beginning of May, Yoko returns home to recommence her role as Sales Manager, COX Japan, taking a lot of practical information with her, including the repair of COX applicators and the all-important technical details of interest to COX Japan and Yoko’s customers.



ABOVE: Yoko Ito pictured in-between Kerstin Günther (left) and Joachim Rapp (right)

This visit forms part of COX’s approach towards strengthening both relationships and company knowledge of those within the business who work away from our head office. We will truly miss Yoko’s presence in the UK and will benefit from the relationship enrichment that we have all experienced.

A well-known name in Germany

Many of our established German customers will be aware of the name Innotech. For some considerable time, Innotech has acted as the PC Cox After Sales & Service Agents in Germany.

Over this period, the relationship with Innotech has proven to be not only close with PC Cox, but also with many of our German customers, who have grown to know Innotech’s proprietor Joachim Rapp very well. As a direct result of these beneficial relationships, and Innotech’s technical experience with PC Cox products, the decision has been made to increase Innotech’s agency activity to embrace General Sales, along with their existing After Sales & Service commitments with PC Cox. This came into effect on a temporary basis from 1st April 2014 when Innotech Marketing und Konfektion Rot GmbH commenced their Sales duties for Germany, Austria and Switzerland. The main contact now for PC Cox in Germany is Joachim Rapp, Sales and Service Agent PC Cox/ Innotech.

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Cox Japan exhibition



ABOVE: COX Exhibition Stand

Cox Japan exhibited at a consumer and trade show, held on March 8th and 9th of this year, at Osaka’s International Exhibition Centre.

The exhibition was focused on paints, sealants, tools and other related items. The show generated over 30,000 visitors, many of whom purchased items directly from the exhibitors. Cox Japan had a range of products on display, taking orders on the stand for our most popular model in Japan, the Cox Ultraflow and also Airflow 3 and Jetflow 3, both of which that generated great interest during the show.

Product Enhancements and keeping you informed



ABOVE: Annika Bowhay

In line with our dedicated approach towards continuous improvements, the COX Technical and Design Teams have been working hard to improve the performance of many of our products as illustrated in the article about Airflow and Jetflow in this issue.

However, more is on the way and we will have a range of new and enhanced product improvements on show at this year's Automechanika in September. To support this we are developing a selection of new web-based tools, product technical sheets, brochures and tutorial videos. All of this activity will be assisted by the return from maternity leave of Annika Bowhay in her capacity as Marketing Coordinator.

Nick Whiteley Continuous Improvement & Quality Manager

Great performance often occurs as a one-off event, but it is something that we aspire to achieve on a constant basis.

Since early in 2012, PC Cox have been operating a Continuous Improvement programme, covering all aspects of our business, with encouraging results for contributors across the business. The task of managing this process, and of course our commitment to quality (part of our ISO accreditations), is allocated to our newly appointed Quality Manager, Nick Whiteley. Nick joined PC Cox earlier this year.

Improving lead times and workflow

2013 saw the arrival of several new faces at COX. One in particular was Rachel Croucher, who joined to help improve our production efficiencies and workflow, and has assisted with improvements to reduce our production lead times.

The effect of Rachel's study and subsequent change schedule has resulted in an overall reduction in lead times by an amazing two weeks for standard single component applicators. An impressive result and one that everyone benefits from and the quest goes on!



ABOVE: Rachel Croucher

Organisation change



ABOVE: Ian Newberry

Ian Newberry Retires

Working with PC Cox since 2003, Ian Newberry has become well known by our customers. During 2013 Ian made the decision to take early retirement from PC Cox with effect from May 2014.

On behalf of everyone at PC Cox and, of course, those of our customers who had grown to know Ian very well, we wish him all the best for the future.



ABOVE: Eugene Tan

Eugene Tan Joins PC Cox

Following on from 16 years of regional experience in the Asia Pacific market, Eugene Tan has joined PC Cox to undertake the position of Business Development Manager. Eugene will be home based in Singapore and cover ANZ, Asia and the Indian sub-continent.

There is an opportunity to see PC Cox at the following upcoming exhibitions:
[Automechanika Frankfurt, 16-20 September, 2014](#)