

TARGET

News from the PC Cox Group

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NEW!

Electraflow EasiPower™

An impressive, compact applicator

The new Cox Electraflow EasiPower Cartridge, Combi and Coaxial applicators are now widely available. These latest lightweight, battery-powered, mid-range applicators deliver power, reliability, real value for money and, above all, real choice in the semi-professional category.

The Electraflow EasiPower range was previewed at Automechanika towards the end of last year. It generated considerable interest at the show and this has carried through to the product being well-received with many global orders taken very early on.

Ian Newberry, PC Cox's Sales & Marketing Director commented: "This is an innovative new product for medium/high viscosity applications. The Electraflow EasiPower is appealing to the automotive aftermarket, industry and construction sectors, demonstrated by the fact that we are already supplying orders across Europe, Australia, Korea and Japan."

Impressive, compact cordless applicators able to deliver medium/high viscosity sealants – great new tools.

Available as EasiPower Cartridge for 310/400ml cartridges, EasiPower Combi for 400 and 600ml sachets and cartridges and EasiPower Coaxial for 380ml 10:1 cartridges

- State of the art Lithium Ion battery 10.8v
- Powerful 2kN output
- Lightweight for ease of manoeuvrability and improved productivity – only 1.8kg
- Interchangeable between sachet and cartridge

To find out more visit our website pccox.co.uk or call us directly to place your order.



pccox.co.uk

The new global website continues to attract even more visitors and we have seen a steady increase in the number of visits as its popularity grows further.

We are continually refining the contents pages and also actively improving the product search facilities to ensure that it is fast and efficient so that customers can find what they need quickly and make easy comparisons between products. As always, we welcome your feedback and thoughts on how we can meet the needs of both distributors and customers with information on the site.



Please email Elizabeth at marketing@pccox.co.uk with any comments. Don't forget to see our latest announcements on Facebook and Twitter and "like us" too!



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Resounding success at Automechanika



ABOVE: The PC Cox stand at Automechanika 2012

Thanks to our many customers and distributors who visited us at Automechanika last year.

The largest trade fair for the automotive aftermarket was held in Frankfurt and Cox had a strong presence at the show including our new stand with large "live" demonstration area.

The event was certainly well attended with quality leads generated and new distributor opportunities opened up. We had a lot of visitors to the stand, from every part of the world. They were particularly impressed with the new Jetflow 3 spray/bead gun for cartridges and sachets. Also, they loved the styling and the fact that they could either lay a bead or spray material, with a simple twist of the control knob on the front cap.

Electraflow EasiPower™

The previewed Electraflow EasiPower (10.8v Li ion) cordless dispenser also received positive reviews. We had a superb demonstration area set up to highlight the key performance features of all our tools.

Many who saw the EasiPower in action, were impressed by its lightweight and compact design. This tool was created to appeal to end users who don't always have the need for an expensive top end tool with the capabilities of dispensing the highest viscosity materials. EasiPower is mid-range, yet having said that, the EasiPower is capable of dispensing medium viscosity polyurethane windscreen sealant. A number of major sealant manufacturers who witnessed the demonstrations were stunned that a tool of this size could cope so easily with this type of material.



Innotech Support

Our German service partner Innotech, also supported us at this event. As always, they did an amazing job in the demonstration area and helped to provide key Technical Service Support for our German and other European customers for the entire duration of the show.



Cox attends World of Concrete

This month sees Cox attending World of Concrete in Las Vegas. There are also plans underway to attend exhibitions in South America and the Far East. As always the latest details will be on our website.

Welcome!

Cox has welcomed a number of new members of staff. **Rachel Croucher** (pictured, right) is our new Cost Accountant who has joined the Accounts department to help with efficiencies of work flow. **Andrew Strawn** (pictured, far right) is our new Design Engineer. Andrew recently joined us from Nokia, where he was involved in concept, development, testing and prototyping the next generation of handsets and components. His invaluable skill set will now be applied to the development of new applicators.



Congratulations!

...to a number of our staff whose continued hard work and dedication has led to promotion into more senior roles: Chris Romer has recently been promoted to Manufacturing Engineering Manager; Nick Holder to Senior Manufacturing Engineer and Daniel Thomas to Production Manager.

Manufacturing Excellence

As part of its continuous improvement programme, Cox has embarked on a new drive to further streamline and improve manufacturing operations. These projects, and far more in the future, are being completed by Robert Szucs, Dan Thomas and Chris Romer using business improvement techniques that should also lead to NVQ level 4 qualifications for each of the managers concerned. This will lead to further improvement for the business and a recognised qualification for each of the project managers.

New meeting facilities at HQ

Should you have the opportunity to visit Cox UK HQ, you will be able to enjoy the new meeting facilities. A couple of new areas have been completed which are light, airy and have created a much more pleasant and professional working environment.



Elizabeth Warren

No doubt many of you regularly speak with Elizabeth already, not least as she is fluent in French and German. Elizabeth has been part of the sales team at Cox for the last three years.

In addition to her customer support role, she will be expanding her activities further as she takes on additional responsibilities to encompass broader marketing services support.

USA attend Do it Best

For over 25 years, Cox North America has been a supplier to the 4,000 member, Do it Best hardware store chain.

The membership comprises independent hardware, home centre and timber yard retailers with both single and multiple store locations throughout the US. They also supply product and services to the home improvement industry internationally.

Twice a year, the co-op hosts a buying market in Indianapolis, Indiana, for members to consider and purchase product for their stores. As is customary, Cox participated recently with a stand that not only promoted the Cox products stocked at their regional distribution centres, but also other items of interest including the new Series 3 pneumatic line and high thrust alternatives for their higher viscosity sealant offerings.





Brazilian opportunities

We are delighted that Rodrigo Ferreira Biazon, is now assisting Ian Newberry in the position of Sales Co-ordinator exploring market opportunities in Brazil.

His contribution has been of tremendous value in helping us communicate more effectively with all the authorities that we need to deal with in setting up an effective trading relationship with the country. Brazil has a booming economy and we are very keen to ensure Cox products become part of it. Ian Newberry and Rodrigo (pictured left) will be visiting Brazil in the spring and some very promising appointments are lined up to develop this growing market.

Tool Japan

After Automechanika the next international opportunity for Cox was Tool Japan, which ran for three days and all in all was a highly successful show.

Cox products were exhibited for the first time in Japan where the full range of applicators were displayed and demonstrated. Ian Newberry was present for all three days of the show to support PC Cox Trading Japan in this new venture. Yoko Ito, Sales Manager, worked very hard to ensure we had a good display and supported this with invitations to ensure maximum attendance.

As a result, the exhibition was very busy with many existing and new customers visiting us with positive and encouraging meetings taking place, giving further encouragement to the Japan operation and the opportunities this market represents for Cox. More recently, we have been investigating specific products that meet the needs of Japanese applications and, in particular, the development of the popular Ultra J Flow. Ian expressed appreciation after the show for the commitment shown by Mikio Murakami, President of PC Cox Japan, during the start-up of the new organisation which has seen sales to Japan increase in a very positive way.



Korea news

While visiting Asia, Ian Newberry also took the opportunity to visit Cox's key distributors in South Korea, where business is developing very positively.



World of Concrete

As we go to press Cox North America is exhibiting at World of Concrete in Las Vegas.

World of Concrete is the industry's only annual international event dedicated to the commercial concrete and masonry construction industries. It showcases leading industry suppliers featuring innovative products, construction machinery, construction equipment, safety training courses and training technologies.

It is considered by many to be one of the top shows in the industry; therefore Cox is exhibiting at the show this year. It presents a significant opportunity for networking and to meet with our distributors and customers.