

Watts Group News

Spring 2018



Success Breeds Success

Not only have we achieved a record year of profits for last year, 2018 has begun extremely well. Financial results, however, are not the only measure of a company's well-being.

Our individual companies, whilst maintaining their separate and distinct identities are building their reputations within their own marketplaces. They are investing not only in equipment and buildings but also most importantly in people, people who have technical expertise in innovative products and services, people like you.

Watts Urethane Products have won a number of government rewards and grants which supports their R&D development, and they have been approached by a highly respected and industry

expert, Dr Prakash, asking to join the team. Plysolene have just attracted a new sales director, Shawn Lainchbury who comes with some great experience and professionalism.

Watts Truck & Van have clearly invested in providing excellent service to their customers which is now showing in improved aftermarket sales, and receiving the most prestigious of industry awards.

When a company has a good reputation in the marketplace, not only are customers happy to do business with us, but also people want to come and be part of our success.

John Thurston, Group Chairman



Watts inside

If you have any ideas you would like to have considered for the next newsletter then please email details to dianepri@watts-group.co.uk

- WT&V are winners of three awards!
- Adventure Tape continues its journey.
- WUP has a design makeover.

- WUP showcase their products around the world.
- Shawn, new Sales Director for Plysolene.
- Plysolene now in TESCOs.

Sword of Excellence – When Winning One Just Isn't Enough...

In an achievement that makes King Arthur's effort of pulling Excalibur from a stone seem simple, Truck and Van have picked up not one, not two, but three prestigious awards!

Firstly, they plucked the *DAF Sword of Excellence* at the recent DAF Dealers UK Conference, finishing No.1 out of 133 excellent DAF Dealers. They scored 100% in all Service & Parts disciplines for 2017.

...Secondly, the 112 strong team at WT&V were bestowed the title of *Top Performing Sales and Aftersales Dealer of the Year*.

And finally, they have been crowned *UK Parts Dealer of the Year*...

It is a remarkable achievement – some of the prerequisites laid down by DAF, included being open to audit any time, performance criteria being monitored on a daily basis and having to achieve a minimum DVSA First Time Pass Rate of 90% YTD to name but a few!

So you can see, just meeting the criteria shows how high the bar is for all of the entrants, to finish up on top is a testimony to the talent and commitment of the whole team at WT&V. Hugely deserved and inspiring...

The only problem now facing this fantastic team is how they can possibly improve on these outstanding achievements – possibly by hiring Merlin?



Simon Griffin is wasting no time sitting on his well deserved laurels and is already busy leading his team onwards and upwards to greater success in the coming year.

The Adventure Has Only Just Started...

The highly successful KICKSTARTER campaign for Adventure Tape, which we covered in the last issue, is coming to a conclusion with the backer's rewards being shipped by the end of April.

Adventure Tape is one of those products where the applications just keep being discovered. For anyone who hasn't yet seen what the stuff is all about have a look here <https://adventuretape.com/product/> it is amazing stuff!

The tape has indeed been on a great adventure and it's far from over as it now continues on its journey to over 50 countries, including Brunei, Peru, Colombia and the United Arab Emirates. Gossip has it that the entire team has volunteered to personally deliver the reward to the backer in Aruba! Now that, readers, is commitment.



The Signs Are All There

Watts Urethane Products started the year with a superb new website and a stunning range of logos across all their brands. Take a minute to check out the site at <https://wattspolyurethane.co.uk/>

The logo range, below, is beautifully designed and reflects well on the Watts Group as being not only long established, but evolving and relevant in today's market.



The designs have, quite rightly, been well received by both customers and the media.

Making an Exhibition of Themselves

WUP have put in a monumental amount of work in showcasing their products on the world stage.

This year alone they have added three huge and prestigious exhibitions.

- **Intertraffic** in Amsterdam
- **MACH** at the NEC, Birmingham
- **Interclean** in Amsterdam

And if Europe wasn't enough, they have also, not for the first time, exhibited at **FESPA Asia** and will have a stand at **FESPA Berlin** in May.

Mounting these exhibitions represents a commitment over and above the day job but these are exceptional folks.

The effect of all this global activity has seen WUP secure some great brand exposure, some important international editorials and their very own entry in the FESPA Berlin blog which will be going out to over 85,000 subscribers.

This is another example of how the people of Watts Group build on their own solid foundations and have positioned themselves for future growth.

What Else is New at WUP?

- As part of their ongoing youth training programme, Harry Channer is working towards CIPS, the Chartered Institute of Procurement and Supply, and not the California Highway Patrol. Harry has his next exam in May and everyone is confident that he will do extremely well. The commitment to youth training is very much part of Watts Group's dedication to investment in its people.
- We hear that Martina Ettenfield has completed her first half marathon, an achievement made all the greater given the amount of cake and chocolate that was partaken of over Easter. Judging from the picture below, even the Easter bunny was in danger when he and his family visited the factory.



New Sales Director at Plysolene



Please welcome Shawn Lainchbury to the Watts family at Plysolene. Shawn has been engaged as Sales Director, and will focus on both sales and marketing. Plysolene have realised for some time that there exists several opportunities to expand on their excellent customer service and product offer. As is often the case, the potential is there but without the manpower and expertise, the opportunities can be easily lost, Shawn aims to see Plysolene don't lose out!

Over and above the expansion of the existing business, Shawn will be looking into some exciting opportunities for exporting High Impact Polystyrene products abroad and acquiring additional sales for the new products from the upcoming ABS line.

Plysolene have not elaborated too much on which specific foreign markets they are targeting just yet, but I'm pretty hopeful about getting some discounted Camembert!

So let's make Shawn welcome and know that another asset is being added to the future of the Watts Group.

Every Little Helps!

After Plysolene's successful work in M&S, they have now added a great new contract with TESCO via HL Display in Harlow. Their products will be used for TESCO's freezer display units, how cool is that?



GOSH, it's all glamour at Plysolene

As part of their ongoing work with Elite Displays, Plysolene will be supplying point of sale material for GOSH cosmetics. GOSH are a highly ethical company providing a range of products endorsed by PETA (People for the Ethical Treatment of Animals) because of their testing methods. They also offer a broad range of vegan friendly products. Plysolene are very proud to be associated with such a company and will be supplying 3000 Black Gloss sheets at a time for their use.



In addition, another Plysolene customer has won a high profile contract with Rimmel Cosmetics for which they will supply some matt black sheets in their 'Hotspot' displays across Northern Europe. (That's fancy talk for putting stuff where everyone will see it! – ed.)

Congratulations to all at Plysolene for their success in the cosmetics markets – you really couldn't make it up!

We value your feedback on the newsletter. If you have any suggestions or ideas, please email dianeprice@watts-group.co.uk



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