Summer 2008
Issue 8

COX 50 1958-2008

Target

News from the PC Cox Group

PC COX Limited | **COX** North America | **COX** Plastics Technologies | **MAYS** Pressure Diecastings

Inside...

Page 2
- **CELEBRATIONS IN COLOGNE**
  50 years in business celebrated at exhibition.

Page 3
- **HISTORY**
  PC Cox History time-line.

Page 4
- **THE COX STORY**
  From Squadron Leader to Market Leader.

Page 5
- **SALES SOAR**
  Electraflow goes from strength to strength.
- **NEW TEAM MEMBER**
  For PC Cox.

Page 6
- **NEW PRODUCT**
  MR50, building on market experience.
- **WIN!**
  A limited edition anniversary clock.

ANNIVERSARY ISSUE:
6 Page Special

What an achievement!

Welcome to the special edition of Target, marking 50 years in business for PC Cox, a significant achievement for any company. In this special issue, read about how the company first started and its growth to become the worldwide brand-leading manufacturer of sealant applicators it is today.

Quality and continual innovation are still among the company's core values, and the years have seen the Cox Group push the boundaries time and time again with innovative new products and the application of technologies and designs in brand new markets.

With the focus very much on the future, PC Cox continues to embrace new product development and new markets ensuring the company retains its worldwide position as brand leader in the manufacture of sealant applicators.

Towards another 50!

Reading the history of the Cox Group and reflecting on how PC Cox first began, it has clearly been to the credit of both the founder Patrick Clement Cox and his son John that innovation has been the mainstay within the company over the last 50 years. Looking at the innovative products and features that have been introduced, many have become industry standards.

Innovation remains at the core of our business with investment in research and product development a high priority. Developing existing products with subtle changes that improve their ergonomic appeal ensure our applicators perform at the highest level and yet are comfortable and easy to use. This is vital for many end-users, particularly those working in high-end construction and industrial environments.

Our growth has been achieved organically and through acquisition and we will continue to build on the successful model of CPT and Mays, which have directly contributed to us entering new markets.

Another exciting development is the soft cartridge. Development is already well underway on new applicators specifically with a soft cartridge system. Such introductions into previously non-considered markets in particular the soft cartridge and medical sector is part of the Cox philosophy moving the company forward. **An exciting few years ahead.**

Fred Lumb, Managing Director

COX®
The original
PC Cox Ltd, Turnpike Road,
Newbury, Berkshire, RG14 2LR
T Sales 01635 264500
F 01635 264555
E sales@pccox.co.uk

Cox celebrates at Practical World

PC Cox regularly attends events and exhibitions around the globe, it is a chance to catch up with both end users and distributors.

Practical World, one of the largest and most prestigious exhibitions for hand tools focusing on the international construction and home improvements market, was no exception. Held in Cologne, Germany in March it presented a high profile opportunity for Ian Newberry, Sales & Marketing Director, and Sales Manager, Anne Roberts, to meet many distributors as well as new contacts for further business expansion.

Product demonstrations popular

It was particularly significant this year, in the company's 50th year, that a new approach to exhibiting and demonstrating its product range was put in place. For the first time actual product demonstrations using manual, pneumatic and battery powered applicators were carried out on the stand.

This was supported by 50th Cox branding to emphasise the strength, credibility and longevity of such a well-established company and re-enforce the brand as a leading global supplier of sealant applicators.

The stand attracted many international end users and distributors who all considered the product demonstrations a success, customers could see for themselves how effective the products were. Our thanks to Joachim Rapp from Innotech – Cox's preferred service provider in Germany – who assisted with the demonstrations.

Product Confidence

Sealants were provided by a variety of global sealant manufacturers, further demonstrating the compatibility and confidence with which these major manufacturers view Cox products and are increasingly seen as a benefit to the sales of their own products.

Ian Newberry commented afterwards: "This has definitely been the most successful exhibition we have run at Practical World and will form the basis of how we plan future trade shows. Many new distributor contacts were made and commercially it has been extremely positive."

Celebrates

Distributors mark 50 years

In conjunction with the Practical World exhibition and to mark 50 years of the Cox brand a special distributor dinner and reception was held, to which Cox welcomed many of its long-standing distributors.

Ian Newberry added: "We wanted to re-enforce the continued importance we place on our distribution channels and recognise key distributors for their continued support. Fifty years is no mean milestone and we wanted to mark it in some way with our distributors. Although we took a brief look back, the focus was very much about looking forward with new products focussing everybody's mind on the future."

PC Cox history timeline

1958

- Patrick Clement Cox starts The Mastic Appliance Company
- **Mark 1 –** barrel gun with steel body and gravity die-cast butt and trigger
- **Mark 2 –** using pressure diecast components for the first time
- **Mark 3** – with many design features recognisable in today's manual applicators

1960s

- Incorporated as Mastic Appliances (PC Cox)
- Major orders at that time were 250 units
- Today major orders would be 25,000 for one customer!
- First air applicator for cartridges developed
- 1970s dump valve to control the flow developed for air applicator

1968

- Annual turnover £30,000 per year

1973

- Moved to current HQ in Newbury, England
- Saw first export customer in Germany
- By the late 1980s exports accounted for over 80% turnover

1980s

- Co-axial and side-by-side airguns developed
- Powerful hand applicator mechanisms developed
- Today occupy 20 units on the Newbury site

1987

- Sold business to Guthrie Corporation (acquired by BBA Group) turnover doubles in next 10 years

1997

- Subject of private equity buyout by CVC Capital Partners
- Cox acquires North American distributor

1999

- Set up manufacturing at Michigan facility
- Acquired Mays Pressure Diecastings, London

2000

- Acquired Ark Plastics, now Cox Plastics Technologies

2005

- Single component product names re-branding
- New look corporate branding and website launched
- New clean room completed at CPT
- Cox Medical formed

2006

- The Denpress dental dispensing system launched

2008

- Electraflow development delivers lightest sealant applicators available on the market

The current PC Cox Range

The Cox story – from Squadron Leader to Market Leader

The company name PC Cox can be attributed to Patrick Clement Cox. Qualifying as an RAF engineer and having served in World War 2, he eventually left the RAF as a Squadron Leader and a top flight instructor and sportsman.

As an entrepreneur he was involved in a number of ventures including starting some of the country's first launderettes! However, it wasn't until the late 50s he joined a company called Expandite to develop applicators for sealants, which were at that time still in their infancy.

He then moved on in 1958 to start his own company – The Mastic Appliance Company – in a brick garden shed in Bracknell, Berkshire, England. At that time the only sealant applicators were either imported from the USA or manufactured by a subsidiary of a Sunderland shipbuilder. It is to his credit and ingenuity that sealant applicators as we know them today were first invented.

Applying his engineering background Patrick Clement Cox began manufacturing his first applicator the Mark 1. He then went on to invent a new mechanism incorporating a smooth rod with clutch and release plate, which is now an industry standard world-wide. The design was also novel in using an open frame (which is where the term skeleton applicator comes from). This was the Wexford, the forerunner to today's Wexford now known as the Easiflow HD.

Today PC Cox continues to focus on ways to improve production performance and ergonomic features, address environmental questions and introduce more energy saving features. The company concentrates on using the highest quality raw materials and developing products that compete strongly in the marketplace while not compromising on quality.

Innovation

Electraflow – new battery powered gun enabling end-users to increase, productivity by up to 50%. **(2007)**

Eclipse range – sets new standards with ergonomic design and increased strength. First to feature new design release plate, requiring minimal effort to withdraw the plunger and reload. **(2006)**

Unique push in plastic plate enables a variety of cartridge sizes to be accomodated

Cox Powerpush 7000 – first battery powered twin component dispenser **(2005)**

New soft cartridge concept launched **(2008)**

Electraflow 2C – lightest dual component sealant applicator launched **(2008)**

New Flow Stop Control device introduced on all applicators **(2007)**

Denpress – the new generation dental impression system launched **(2006)**

SikaBond Dispenser-5400 – jointly developed with Sika, revoutionising floor laying and sealing. **(2006)**

News

Electraflow sales soar

Sales of both the single and dual component Electraflow continue to soar. Worldwide Cox's third party business is up by a third, with sales in the United States increasing by a massive 150%. Sales in the rest of the world are also up by nearly 20%.

Ian Newberry, Sales & Marketing Director, is delighted with the impact the Electraflow is creating in the market: "We are working hard to consolidate our presence in Europe and are talking to several global suppliers within the automotive and construction sectors. As a result of completing extensive field test trials, we are confident that Electraflow sales will increase in all major geographical markets in the latter part of 2008/2009."

The Electraflow range has a broad market appeal as the lightest and most powerful and incredibly versatile applicator of its kind available in all market sectors.

In the UK sales are further advancing with discussions with market leaders in the windscreen installation and repairs market. Internationally plans are in place with key distributors who supply such specialised sectors.

PC Cox will be attending Automechanika Frankfurt – a major international show for the automotive aftermarket – in the autumn, where the Electraflow range will be extensively featured.

ELECTRAFLOW 2C

- » Lightest two component cordless sealant applicator
- » Ideal for major bonding/sealing tasks
- » Fast, efficient, easy application
- » Long service life
- » Applies 3.0kN (300kgf)
- » Non-drip function
- » Overload shut off
- » 14.4V niCad rechargeable battery

Electraflow™

New face

Evgenia Chatzi is one of the latest new faces at PC Cox's headquarters in Newbury. She has joined the team to support the development and sales of new products based on traditional and innovative technology like the soft cartridge packaging for example.

As a Chemical Engineer, in the field of Polymer Science and Technology, Evgenia previously worked in the plastic's industry for the Petzetakis Group in Export Sales and has also experience in Unilever Bestfoods Greece as a Category Manager.

With the continued focus at Cox on innovative products, most of which are developed in close co-operation with customers, Evgenia's role will be challenging: Evgenia's comments on her new role: "With the growing pressures on reducing packaging waste and the need to adopt better environmentally friendly practices, it will be important for corporate manufacturers to consider alternative production solutions. Plastic cartridge packaging material is considerable and waste that must be disposed of. By reducing the bulk of the waste, the storage, transport and disposal costs could be reduced substantially. I am encouraged by the sealant and adhesives manufacturers' response as they can see the clear benefits."

and finally...

NEW

The MR50

One of the latest Cox innovations to come to market is the dual component multi ratio applicator – the MR50. It has been specifically designed for the professional market. It features a simple breech loading mechanism ensuring that all cartridges are held securely and correctly in position to ensure optimum output. It is available with interchangable breeches and plungers for use with 50ml and 75ml cartridges.

Breech loading for secure operation

New Press for Mays

Mays Pressure Die Castings has taken delivery of a new 7.5 tonne Trim Press from Taiwan. This will be replacing existing equipment; it has light guard operation which will improve process times, efficiency and repeatability. The majority of workload will be for the PC Cox aluminium butt and triggers.

J	T	A	O	W	N	T	L	B	W	W	E	B	K	I	Y	O	Y	T	B	C	V	T	G	X	N	G	A	S	H
E	A	E	W	Z	E	G	A	R	I	O	F	M	N	K	L	L	S	Y	H	X	I	D	T	N	D	D	U	S	K
V	F	W	H	I	H	T	M	E	A	L	X	H	X	V	W	S	V	M	S	G	V	T	S	L	J	H	Z	E	Q
E	B	F	U	C	T	L	O	A	M	F	E	H	P	Y	M	U	X	R	L	O	I	V	A	U	K	O	W	L	C
R	S	Q	O	E	A	G	R	C	R	A	R	E	P	L	A	C	E	A	B	L	E	E	S	M	I	V	Q	D	T
S	K	P	R	R	Y	S	T	T	Z	R	Q	N	W	H	P	F	E	P	O	E	D	T	W	T	U	J	F	R	B
A	E	Y	G	W	T	J	A	I	D	T	M	A	N	U	A	L	P	K	G	E	A	Q	A	T	E	E	S	O	O
T	Y	F	C	E	E	L	R	V	X	C	C	I	M	O	N	O	G	R	E	B	D	R	C	P	H	K	N	C	C
I	R	O	X	T	J	H	E	E	H	E	A	I	R	D	M	Q	Q	I	L	O	Q	A	E	G	B	G	Q	P	A
L	E	A	G	R	N	A	F	S	H	L	N	D	I	S	E	Q	Q	E	E	C	L	I	P	S	E	O	I	C	R
E	F	D	L	U	R	E	L	D	S	E	L	A	I	R	T	S	U	D	N	I	Q	M	B	F	Y	D	O	L	T
O	F	H	X	M	S	M	T	L	I	G	V	O	R	N	R	O	T	A	C	I	L	P	P	A	V	M	T	L	R
S	I	E	S	E	K	G	E	S	Y	R	E	D	N	I	L	Y	C	D	B	R	A	M	E	A	P	B	N	Z	I
Y	C	S	X	L	C	O	X	R	I	P	J	G	Y	Z	W	V	E	R	E	E	F	K	R	O	B	T	A	N	D
M	I	I	A	V	A	S	A	C	T	S	J	R	K	G	V	E	S	G	I	X	L	I	N	E	S	T	L	I	G
K	E	V	Z	K	K	N	A	S	V	I	N	Y	B	E	K	N	R	O	K	B	A	E	V	R	A	R	A	U	E
R	N	E	P	Y	P	P	I	A	O	D	L	O	V	A	Y	A	M	W	M	B	N	Y	K	U	L	A	E	D	A
H	T	M	C	L	A	O	C	G	J	L	E	T	C	E	H	G	O	P	L	T	O	J	L	S	G	U	S	M	A
I	O	H	C	C	U	B	L	O	I	L	O	V	W	C	P	T	O	E	P	S	Q	O	K	S	P	Q	V	W	H
C	F	K	I	S	A	N	H	Y	B	R	F	C	N	W	B	M	E	L	B	H	Z	B	T	E	R	M	S	X	F
G	H	T	S	L	C	O	G	A	C	A	O	K	L	Q	S	G	A	N	O	T	T	O	H	R	O	X	X	G	H
C	Y	D	F	L	N	J	E	E	M	A	C	J	Q	A	H	N	O	L	N	N	T	W	U	P	F	I	K	A	X
L	P	K	F	G	E	G	B	K	R	N	R	Z	A	M	M	T	O	I	C	R	H	I	Q	Z	E	B	A	A	Z
C	O	A	J	U	R	E	C	O	I	O	K	B	T	S	S	P	O	Z	I	W	H	C	Y	L	S	M	O	Z	T
M	F	T	L	A	Z	P	H	A	C	V	B	P	O	I	X	P	D	G	Z	K	C	C	E	M	S	O	B	K	Z
A	N	J	H	E	G	N	I	M	C	B	W	Y	P	N	A	X	G	J	E	L	S	T	J	T	I	C	M	L	B
O	X	C	K	O	A	Y	F	Q	I	H	L	M	U	R	A	E	O	K	U	P	E	D	U	G	O	I	U	U	O
Z	E	D	E	S	S	E	R	P	M	O	C	E	T	D	R	T	E	A	S	I	F	L	O	W	N	W	J	I	V
R	Q	L	T	F	P	G	H	X	V	F	Z	L	K	X	J	O	E	Z	L	B	P	O	Z	U	A	Q	Y	M	T
W	G	W	A	U	O	D	Z	E	A	E	U	S	L	X	M	A	E	E	P	H	U	B	Z	C	L	P	D	I	N

50 words for 50 years

To celebrate our 50th anniversary our competition this issue is to find 50 words connected to Cox products. The winner will recieve a limited edition anniversary clock.

Send you entries to **info@barneys.co.uk** or to Jackie Noble, Barneys PR, 42 Baldwin Street, Bristol BS21 4SN England.

Entries to be in by September 19th.

ADHESIVE
ADJUSTABLE
AIR
APPLICATOR
BATTERY
CAPACITY
CARTRIDGE
CHARGER
CLAMP
COMBI
COMPONENT
COMPRESSED
CONSISTENT
CORDLESS
COX
CYLINDER
EASIFLOW
ECLIPSE
EFFICIENT
EFFORTLESS
ELECTRAFLOW
ERGONOMIC
INDUSTRIAL
JUMBO
LIGHTWEIGHT
LITRE
MANUAL
MORTAR
NOZZLE
ORIGINAL
PISTON
PLUNGER
PNEUMATIC
POLYCARBONATE
PRESSURE
PROFESSIONAL
QUART
QUIET
RATIO
REACTIVE
RECHARGEABLE
REPLACEABLE
SACHET
SEALANT
SOLOCLAMP
TECHNOLOGY
TRIGGER
ULTRAPOINT
VARIABLE
VERSATILE

If you would like to be featured in this section of Target please contact Ian Newberry on inewberry@pcccox.co.uk