

# TARGET

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ISSUE 10

News from the PC Cox Group

## Denpress steals the show

Earlier this year Cox Medical attended the 33rd International Dental Show (IDS) in Cologne, Germany. It was a busy, bustling show where Sales & Marketing Director, Ian Newberry, and International Key Account Manager, Anne Roberts generated considerable interest in Denpress - the autoclavable dispenser with changeable breeches and plungers.

It was the first international show where the Universal Denpress Dispenser able to accommodate 25ml, 50ml and 75ml breeches and plungers plus the full range of mixers and cartridges - had been on display to the market commented Cox Medical Sales & Marketing Director, Ian Newberry: "We were really able to show that Denpress is a unique single universal dental dispenser that accepts all impression, crown and bridge materials and the only one of its kind that is truly universal and able to take all cartridge ratios from the Cox and all competitor ranges. We were inundated with visitors on our stand and our presence at the show has generated leads from all world markets."

"Face to face contact with so many of our potential customers also gave us the opportunity to reassure the market, that following five years in development, the Denpress consumables do not infringe any competitor patents. PC Cox respects the patent process and throughout its fifty year's in business has always fully recognised the importance of protecting intellectual property rights."

For the first time Denpress is now available in Dubai and Japan. Plus Cox Medical has a new French and Italian distributor.



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Cox announces new battery belt clip.



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##### FISHY BUT TRUE

Cox enters fishing market.



Denpress is now available in the following countries:

Dubai	Poland
France	Singapore
Germany	USA
Italy	UK
Japan	

**COX**<sup>®</sup>  
The original

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Coming soon . . .

## NEW TWO-COMPONENT ELECTRAFLOW

Final product testing is now taking place on the new two-component electraflow, which is expected to be available for order in the autumn.

Designed for use with highly viscous sealants and adhesives the finishing touches are being made to this ergonomic, cordless applicator. It is expected to be very popular in the automotive markets in particular where significant force is required to apply strong industrial sealants. Also for general industrial applications, particularly in remote areas, such as repairs on gas and oil pipelines and other less accessible locations, where power supply connections are limited.

Currently trials are well advanced with a well-known German motor manufacturer and we are looking forward to launching the product on the global market very soon.



## BUSINESS UPDATE

In common with the rest of the world the PC Cox Group has not been immune to the unprecedented worldwide economic climate. We have to face the changes affecting some of our markets, which have inevitably presented us all with new challenges.

What has been and will continue to be important in working through this time, is working together to make the most of the opportunities in all markets. Even though PC Cox is active in over 60 markets it is quite unprecedented that all countries have in some way been negatively affected by this Global Recession.

It is not helped that reduction in inventories have, quite understandably been imposed, but it is equally of note that this cannot continue indefinitely if business is able to regain its momentum as customers who cannot obtain product from their usual stockists will almost certainly go elsewhere when the recession ends.

To help achieve this we have placed greater emphasis during these first few months of the year on working more closely than ever before with our key distributors worldwide. It is in all our interests to pull together and maximise all sales opportunities.

That is why we are particularly keen to hear from any distributors who are actively seeking to work with us on selective product promotions. Similarly if there are local exhibitions that have particular significance, we will evaluate how we might be able to support these.

PC Cox has seen highs and lows throughout its fifty years in business. However, continuing to move forward with new products – as you will have seen highlighted in this issue – coupled with sound, prudent business management, we are looking forward to working through these challenging times together with our distributors and mutually supporting each other wherever possible.

**Ian Newberry**

*Sales & Marketing Director, PC Cox*

## ITALIAN BOND STILL STRONG



Eurochimica is one of PC Cox's longest serving distributors, with a well-established business relationship of over twenty years. The company distributes PC Cox's applicators on an exclusive basis in Italy.

A sealant wholesaler, Eurochimica, was founded in the early 80s. However, the company has evolved over the years. In 1990 Eurochimica formed another operation – L.a.m.a snc – to manufacture applicators for polyurethane foam extrusion.

Today Eurochimica has evolved from a sealant wholesaler to cater for a much wider market in a variety of sectors including construction; sheet metal processing; hardware; glassworks; lock manufacturing and do it yourself.

## COX AT BONDEXPO



For the first time PC Cox will be attending the annual Bondexpo Trade Fair, which is to be held for four days in Stuttgart in September. The event is a practical industry-led meeting for those involved in the technology of industrial adhesives. A good attendance is expected from providers and users of adhesives, sealants and compounds coupled with suppliers of dispensing and application facilities.

## BEHIND THE SCENES

You may be aware that PC Cox is often working alongside brand-leading third party companies, working in partnership to develop innovative new products, which often lead to new features and new product ranges for the Cox Group.

Here is one of the products we have worked on in the past.

As is often the case much of this work has to go on behind closed doors, as it is commercially sensitive for our customers during the prototype and testing stages. We are presently working on a number of new development projects, which will inevitably lead to sales in new business sectors. We will look forward to the end of this year and beginning of next when we will be able to update you on this very important area. It really is a case of watch this space!



## NEW BATTERY BELT CLIP TO LIGHTEN LOAD

To complement the cordless electraflow range, PC Cox is also delighted to announce the launch of a new battery belt clip.

The first of its kind, it can be detached from the applicator to fit on the operator's belt to significantly reduce the weight of the operating unit and thus make it easier and more productive to apply materials over a longer time period. The battery belt option will make the Electraflow a unique product as this is not available for any other cordless sealant applicator on the market and will be offered as an accessory for all Electraflow single and two component applicators.



This new accessory yet again demonstrates the innovative way PC Cox looks at its products and applications and responds to feedback from the market.



### STOP PRESS...

...we are now shipping Electraflow NIMH batteries and not NICAD which are completely compatible with our current chargers in the market.

## FISHY, BUT TRUE!

And finally, a bit of a fishy tale! New markets can sometimes take us a little bit by surprise. Like the fish bait market. It is strange but true that many a keen angler has been seen using a Cox applicator to compress his/her fish food into pellets. As a result, Cox applicators are now sold through a number of fishing tackle outlets and a brochure aimed specifically at this market will be available soon. If you know of any other specialist applications do let us know.



## FISHY COMPETITION

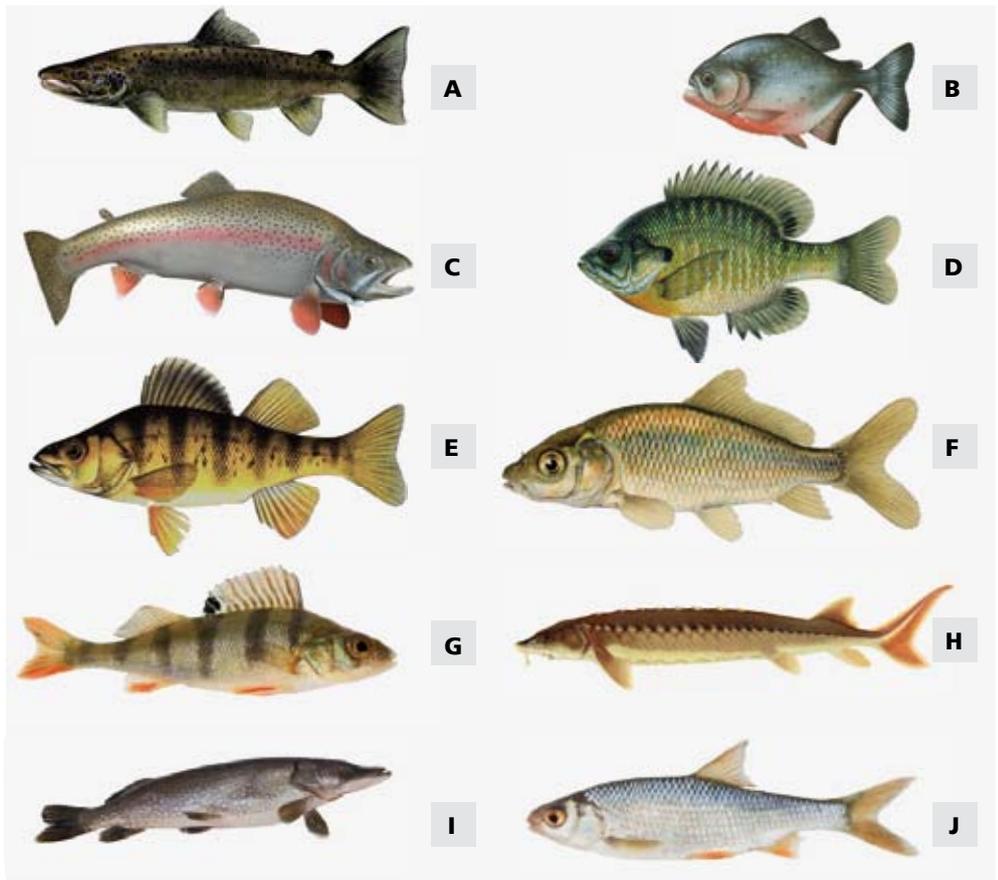
To accompany our "fishy story" we have a simple competition in this issue of target, all you have to do is match a name from the list below to the fish pictured.

- |                 |              |
|-----------------|--------------|
| <b>Piranha</b>  | <b>Carp</b>  |
| <b>Bream</b>    | <b>Perch</b> |
| <b>Trout</b>    | <b>Roach</b> |
| <b>Sturgeon</b> | <b>Ruff</b>  |
| <b>Salmon</b>   | <b>Pike</b>  |

**The winner will receive a Kodak 8in high resolution photoframe.**

Please e-mail your entries to [info@barneys.co.uk](mailto:info@barneys.co.uk) or post your entries to Jackie Noble, Barneys PR, 42 Baldwin Street, Bristol BS21 4SN England.

**Please ensure your entries are in by October 30th.**



Coming soon...

## "PRODUCT OF THE MONTH"

Starting soon will be a new promotional opportunity where we will be highlighting certain products during certain months.

Keep an eye on our website for further news.

## WINNER SPOT THE DIFFERENCE

The winner of the spot the difference competition in the last issue of Target was Daniel Zärnblom who works for Tremco-illbruck in Sweden. Well done Daniel lets see how good you are at fishing!