



HYDRAQUIP

WINNING WAYS

THE LATEST SERVICE AND PRODUCT NEWS ISSUE ONE 2009

SERVICE, QUALITY AND CONSISTENCY A RECESSION BEATING RECIPE.

★★★★★
1989-2009
20 YEARS
OF SERVICE

Since setting up in business, Hydraquip has had its sights set on becoming the UK's leading supplier of braided hoses. After marking 18 successful years in business, the company took a significant step to achieving their goal by moving to a new production facility in Rochester, Kent.

However, as Managing Director Duncan MacBain explains, developing the company is not without its problems with the current climate bringing additional barriers to overcome.

"Our industry is quite fragmented and while there are a number of large manufacturers and assemblers in the UK, much of the finished product is imported from Asia. While some of this product is perfectly okay, and fit for purpose, much of it is not; however, the attraction for the buyer is simply low cost. But for us, it

represents serious competition.

This really is our challenge, and our move to new 'state of the art' production facilities enables us to meet it head on!

I firmly believe that using quality materials, skilled people and modern equipment, our products are superior - and when real expertise is applied in the manufacturing and assembly process, they can be marketed and delivered very competitively indeed.

Then, there's the question of customer service, and while we are getting better at this all the time, our existing customers often remark on just how well we look after them, and the difference it makes.

This is what we work hard at and progress is being made. However, the current economic climate is of course a huge concern to all of us, and while it's pointless to dwell on it here, what I will say is that it's our challenge to find even more ways to help and support our customers, and provide the extra value and

service they need. As 2008 ended our policy of offering a high level of service, quality products and consistency in supply is showing that this is what today's customer wants.

Whilst a number of companies make cut backs and fail to deliver, our client base is growing, with the common reason from most of the new clients we have won over being that they feel they are not getting the level of service they need from their previous supplier.

In this respect, the move to Rochester in 2007 was quite fortuitous as it has enabled us to significantly improve what we do, and how we do it - a task made easier by the excellent team of people working with me, as they have played their full part in making 'the change process' a success."

Since making the move, the team, including Commercial Director Geoff Kelley, and Operations Director, Wayne Booth have all settled in successfully, and the next phase of growth is underway.



New senior Sales Engineer joins the team: BARRY SAUPIN

With over twenty year's experience supplying flexible connectors and associated products, Barry is a welcome addition to our Braided Hose sales team and brings a great deal of experience in flexible hose applications, having provided effective solutions to a wide range of industries, including catering, heating, plumbing and OEM's. Over the years we have built a loyal customer base by ensuring they receive the highest level of service, advice and support, a philosophy Barry also subscribes to, making him an ideal addition to our team. He can be contacted at our Rochester office or by email barrys@hydraquip.co.uk.

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NEW PRESSURE TESTING FACILITY *takes quality to new level*

The move to new premises has enabled HYDRAQUIP to review all aspects of its business to ensure it continues to deliver the quality products customers require.

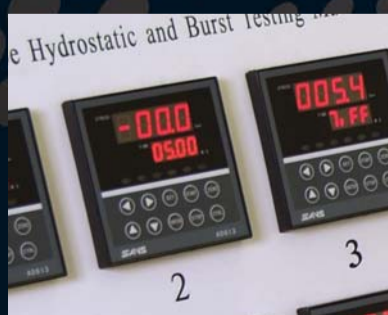
As Wayne explains: "Once we were able to see the benefits from our new production facilities, we

decided to invest further and upgrade our quality control capabilities, and also offer this service to our valued customers.

The result is a recently installed scientific pressure testing facility within its own dedicated environment. This new facility enables us to perform hydrostatic, burst and pulse testing. We can accurately test anywhere in the temperature range between five and ninety nine degrees Celsius and a pressure range from zero to one hundred bar.

The software controlling the mainframe has been developed so we can conduct tests with strict control over any given time scale - and a comprehensive report containing the test results can be obtained.

This investment puts Hydraquip in the forefront of our industry and is already paying off for us and our customers."



Elegant

MADE TO BE SEEN

HYDRAQUIP LAUNCH THE ELEGANT RANGE OF PUSH FITTINGS

As the name suggests the ELEGANT range of push fittings has been designed for mid to high end users of these types of fittings. Finished in deep chrome, the range will complement any installation but is especially suited to installs where the supply pipe connection is visible.

The initial range comprises a selection of straight and angled valves for 10mm and 15mm pipes and will complement any installation where they are used. Alongside the valves is a Monobloc kit for M10 and M12 Monobloc taps. The kits include all the components required from the feed pipe to the connection at the tap. This combination of items is ideal for both professional plumbers and the DIY market.

In addition to the valves, there is a range of hose assemblies with the same deep chrome finish push fittings for 15mm pipe with either straight through push fit and iso valved push fit ends. The final piece in the ELEGANT range is an angled push fit hose end fitting, making neat clean lines possible when installing a hose assembly.

after years of trying to hide them...

...Elegant are made to be seen.



MAPRESS FITTED HOSE ASSEMBLIES INSTALLED IN LONDON'S SWANKIEST PAD



MAPRESS hose assemblies have been installed in what is believed to be the world's most expensive flat – one part of 21 Manresa Road in Chelsea which sold last year for a reported £27 million. With interest expressed by key figures in the world of F1 motor racing, the residence is 30 times larger than the average London flat, and uniquely, it's all laid out on one floor with an unprecedented 8 Star specification! The air conditioning system, fitted out with our stainless steel hose, MAPRESS fittings and self seal quick release couplings, delivers purified air rendered 'cleaner than in Tibet.'

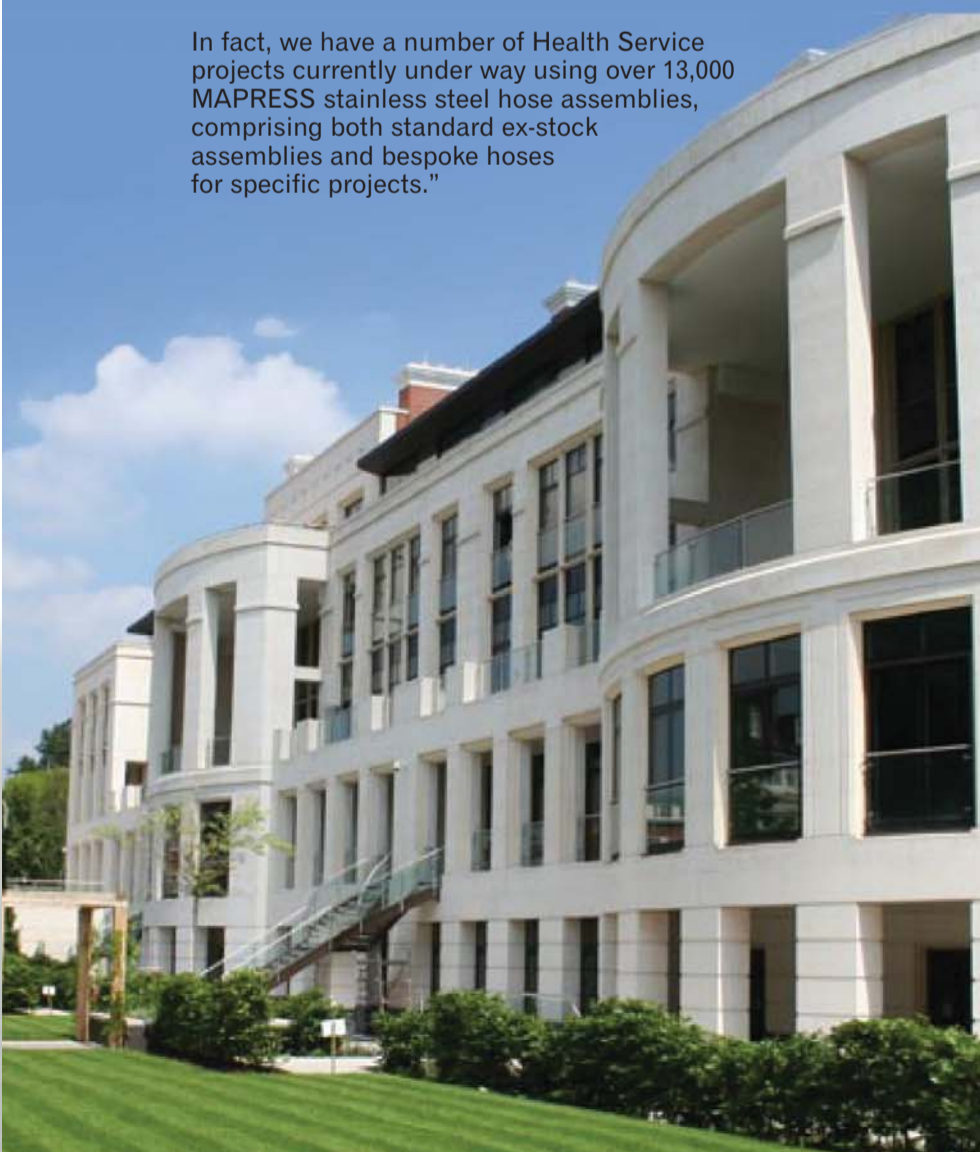


...made to meet your specific application



Geoff Kelley comments "while we are delighted to be associated with such a prestigious development, the MAPRESS stainless steel press connection system is just as at home in more 'down to earth' but non-the-less demanding environments where high temperature, high pressure and the highest standards of hygiene challenge the pipe system.

In fact, we have a number of Health Service projects currently under way using over 13,000 MAPRESS stainless steel hose assemblies, comprising both standard ex-stock assemblies and bespoke hoses for specific projects."



While **HYDRAQUIP** is ISO 9001 approved for quality, **it's how customers judge us that counts!**

Hydraquip have held ISO accreditation continuously since 1996, and in fact, were one of the first in the industry to do so. ISO 9001 provides a quality management system and framework to monitor and improve performance in every area of our business - to drive down costs, produce and deliver quality products on time - and provide excellent customer service.

While the company has worked hard to ensure it meets all the requirements of ISO 9001, it's the views and experiences of our customers that really matter, particularly as the business environment gets tougher.

So, after a year in Rochester, customers were asked how they felt about the services they received from Hydraquip. An independent marketer talked to customers about their experiences, in particular, how they felt about:

Product quality and performance

Product choice

Pricing

Customer service

– from order processing to final delivery

Meeting delivery deadlines

Technical support and advice

The findings were reassuring. In each area, customers said Hydraquip consistently met and often exceeded their expectations.

As Geoff Kelley comments, "We are very pleased with the results. We were a little nervous about how our move may have affected some of our customers, particularly in the very early days of the transition, but we've come through unscathed! Of course, there were occasions when delivery deadlines were under pressure and even missed, but the critical thing I believe is how these kinds of things are handled when they happen. Our approach is always to keep customers informed about what's happening to their orders – even when the news is not so good; then there are no nasty surprises and solutions can be found."

HQ wRED Range



WRAS OR NON WRAS
- the choice is yours



In keeping with market demand, the company introduced a WRAS approved epdm rubber lined hose, stocked in bore sizes up to 25mm, with 32mm available on request.

The UK market place for braided flexible hoses is complex, putting different demands on the hose depending on the application for which it's intended.

The traditional tap flexi market still uses more non WRAS than WRAS approved hoses, as does the Building Services/M&E industry, but the difference in numbers is gradually reducing with the expectancy that year on year will see a greater demand for WRAS approved assemblies.

For this reason the company believes customers should still have a choice and offers either a standard stainless steel over-braided epdm rubber hose or a WRAS approved version, both of which have been tested by BSRIA and meet their current standard.

WRAS approval on flexible hoses has unfortunately often been exploited in the UK, with some companies offering WRAS approval but in reality supplying a non WRAS product to unsuspecting customers.

Although not as yet part of the requirements for achieving WRAS approval, HYDRAQUIP believe that any WRAS approved flexible needs to be easily distinguishable from their standard range and have included a distinctive red nylon braid 'woven' into the stainless braiding along with clearly marked ferrules, including date of manufacture and with 'HQ' and 'WRAS' stamped on them. These visible 'indicators' make it much easier for customers to confirm they have fitted the appropriate hose.

So, there is a choice, and the choice is yours - WRAS or non WRAS, depending on your application.

WRAS

Hydraquip takes to the race track again to help local charities

As part of our social responsibility, HYDRAQUIP support a number of smaller local charities through radio station Mercury fm's Charity Appeal, pledging support with our annual **Chunder in the Park** Karting event, held at Buckmore Park, Chatham, Kent.

Held in October, this was our 7th event and 22 teams took part on a very wet and slippery track. After a hair raising 3 hours of racing Aylesford Newsprint finally took the chequered flag. Our annual karting events have now raised a total of £37,000 for local charities and this year's event has been heralded as a resounding success.



CHUNDER 7 Finishing Positions

- 1 AYLESFORD NEWSPRINT
- 2 BLUE LIZARD
- 3 CLATTY & Co
- 4 HAB
- 5 STUMPY LUMPY & GRUMPY
- 6 GB MOTO
- 7 FUNDER KART RACING
- 8 LEGAL KNIEVALS
- 9 APK POLYTANK
- 10 MIGHTY MORPHIN FLOWER ARRANGERS
- 11 AQUALISA
- 12 APK SALAMANDER
- 13 FOUR SECOND STUDS
- 14 APK ARISTON
- 15 TEAM BALD
- 16 TEAM RIGHT CHOICE
- 17 IF IT MOVES
- 18 JASS
- 19 BAR MED
- 20 HYDRAULICS & PNEUMATICS
- 21 MERCURY FM
- 22 SLIK NIKS HOSE HOES



HYDRAQUIP would like to thank the following companies who supported the event and donated items for our Auction: Edu-Tec, Motorsportvision, Flowtech, Mercury FM, The Capitol Theater (Horsham), ASAP, CSS, Declan Hicks, Bar Med (Crawley), Hydraquip, Buckmore Park, Slomann Pettitt

HYDRAQUIP GROUP UPDATE

HYDRAQUIP North East

Hydraquip's specialist Hose and Hydraulics Division continues to expand with the recent opening of a further Fluid Power Store in Blaydon, Tyne & Wear. The Hydraulics Division and its Mobile Hose Replacement Service, is now the biggest independent fleet operator of its kind in the UK.

Hydraquip installs a new OEM Facility

In response to a combination of consolidating existing contracts and securing a number of major OEM accounts, HYDRAQUIP's Strood branch is undergoing major changes. A brand new production facility is being introduced to cope with the increased workload.



HYDRAQUIP's website has been improved and updated to show the company's growing range of products and services in each of its business divisions, namely HYDRAQUIP Braided Hose, HYDRAQUIP Hose & Hydraulics and HYDRAQUIP Tubes, Valves and Fittings.

Visitors to the site now have easier and quicker access to products, specifications and technical information. The site can be viewed at www.hydraquip.co.uk. We welcome your suggestions for further improvements and additional information that you consider could be helpful.

NEW GROUP WEB SITE...



...AND NEW CATALOGUE IN 2009



HYDRAQUIP
braided hose division

If you would like to receive further information on any of the news or products mentioned in our newsletter we would be pleased to hear from you by telephone, fax or email.

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