

Distribution partner newsletter # 2

August 2005



I am pleased to have joined Hammond Electronics as General Sales Manager and I look forward to meeting you face to face as soon as I can.



I will be arranging my European travel itinerary over the next couple of weeks; in the meantime, I am pleased to bring you the second in our occasional series of newsletters to keep you informed of developments in our company.

Best wishes,

Chris Mott.

Business report

We have a great team effort going. Thanks to your efforts in taking our products to market, backed by our increased stock holdings in Basingstoke, our expansion of the facility, investment in new plant and our new product introductions, our business to the end of May 2005 has substantially increased over the same period last year. In particular, it is very pleasing to report that our new products are making a significant contribution to the increase in sales: the 1554/1555, only launched in February this year and, even more recent, the 1553 soft-sided enclosure, launched in April. Our thanks to those of you who have already made the commitment to stocking these two new lines – if you haven't already decided to take them, it would seem that you are in danger of missing a great opportunity. Equally, many of you have broadened your listings of established products with good results for us all.

I would like to give particular mention to Surtech Distribution, who are one of the newest members of the team. In a very short space of time, they have sold through a considerable amount of stock and we have just agreed a programme with them that will more than triple the number of lines they support. Mike Johnson, Sales Director of Surtech, commented, "As a specialist enclosures distributor, we are keen to cover every aspect of the electronics market: Hammond's extensive range gives us a strong presence in the plastic, metal and die-cast aluminium sector. We have been very impressed by the feedback from our customers to our recent introduction of the Hammond range and we are extending our listings as

quickly as we can. Hammond are giving us good technical and commercial support and we look forward to building a substantial business with them."

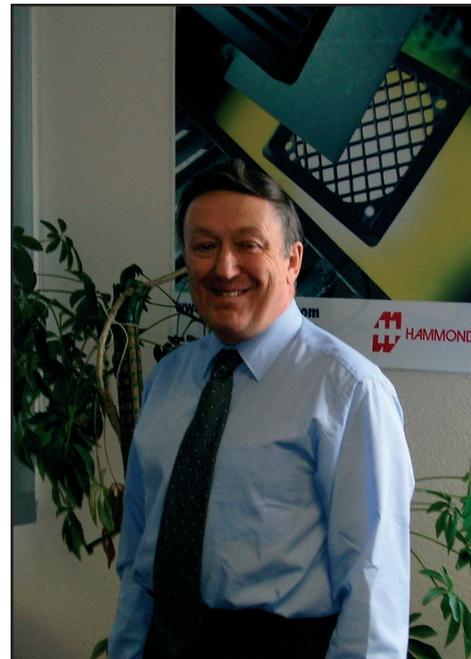
Our Basingstoke facility

We have made further changes in Basingstoke to improve the working environment for our staff, make the work flow more efficient and increase capacity in critical areas. We have again significantly increased our stock holding: within the next month or two we will be carrying more than twice as much inventory than we had this time last year. The inventory is there for one purpose: to enable you to place orders with every expectation that they will be shipped from stock.



Our people

Jim Turner has joined as operations manager, responsible



for the smooth running of the factory and everything to do with the facility itself. Jim has enormous experience in the electronics industry, particularly in the connectors, enclosures and electro-mechanical components side of the business, so many of you may already know him from his time with other companies. We wish him well in his new role, he is already making his mark.

I joined on 3 May as General Sales Manager. I have some 18 year's experience of selling through multi-level distribution, so I am very familiar with the needs and requirements at all points through the supply chain. My last company, although in a very different market, lasers and other surveying tools for the construction industry, has many points of similarity to Hammond. It was based in North America, had a strong pan-European distributor and dealer network, supported by local subsidiaries. So, although the markets are different, the distribution infrastructure is uncannily similar. I am an out and out team player, I will be setting challenging goals for our future performance and I will be further strengthening our service and support to ensure that, by working in partnership with you, we are able to give you the service and support you need to grow the business to the benefit of both of us.

As many of you will already know, Justin Elkins, one of our key players, has been off sick for some time, in fact since last October. I am very pleased to be able to say that he is now recovering and has returned to the office part-time; he will gradually increase the time he can spend with us as his health continues to improve.

New products

New product introductions are the life blood of any industry, particularly one serving a fast-moving sector such as electronics. We have a very full schedule of releases scheduled for the next few months and we look forward to working with you to take them to market.

1554/1555



Our of our most recent major launches was the 1554/1555 range, launched in February. You should all have received a hard copy of the press release we issued at the time: don't forget that you can download the text and a high resolution copy of the PR image from our agency's web site at www.parkfield.co.uk if you want to use them as part of your own promotional activities. We are very pleased with the early sales, but we would always like more!

If you haven't already committed to the product, the salient points of the family are:

- ABS or polycarbonate
- IP66 sealed
- 80-strong range
- Flat, styled or transparent lids
- DIN rail mounting and PCB standoffs as standard
- Poured gasket tongue and groove seal
- Stylish and rugged

Those we have listed the range are very pleased with the results – follow their example!

1553 soft sided hand-held enclosure



Launched in April – again, you should recently have received a hard copy of the press release – and addressing a very different sector of the market, the 1553 brings elegance and style to the hand-held enclosure market. The soft sides are very comfortable to hold and give a slightly compressible surface to help with grip.

- 2 sizes
- 2 colours
- With and without battery compartment for either 4 x AA or 1 x PP3 size battery
- Removable plastic front panel
- Recessed lid

Additional 1551 sizes and lid options



We have added a further 9 sizes to our well-established 1551 miniature multipurpose family and we have also added flanged lids as an option for all sizes, taking the range up to a total of 84 options. We have introduced shallower versions of the existing three sizes of rectangular enclosure, available in black and grey with or without a key ring. The shallow versions are 15mm deep (including a 3mm lid) compared with the existing depth of 20mm.

We have also introduced square versions of the units. Available in plan sizes of 35 x 35mm, 40 x 40mm and 50 x 50mm, the square versions are also available with overall heights of 15 and 20mm including lid. They are moulded in black or grey ABS and again are available with or without key ring.

For all sizes, a flanged version of the lid is available as an alternative to the existing plain lid. The flanged lid can be used to secure the enclosure to other equipment, wall or bulkhead.

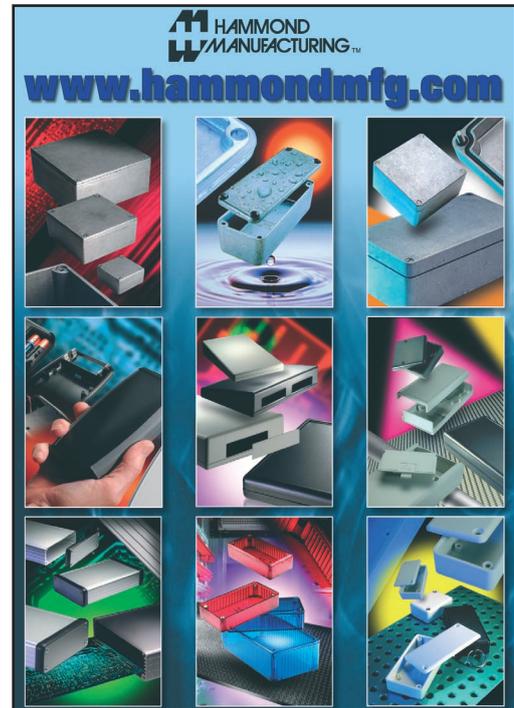
Translucent 1591



Building on the enthusiastic response to our translucent red and blue versions of the 1591 we introduced some time ago, we are now producing translucent versions in clear polycarbonate. We have received very positive feedback from those people who have seen samples and we would welcome your support in stocking these new options as part of your Hammond product portfolio.

Display poster

We have updated our generic display poster and added some new photographs. If anyone would like an A4 size print resolution PDF, it can be downloaded from our agency's web site at www.parkfield.co.uk/hammond. The image will scale to at least A0 (840 x 1188) without loss of definition.



... and finally

I am really looking forward to setting up a schedule of initial visits so that I can meet you face to face. As an outsider to the industry, I am particularly keen to hear your thoughts on the competition, the market, how we stand, what we do well, what we need to improve and what else you would like to see from us in the way of products, service, procedures or anything else.

We already have a solid level of business, let's build on it as quickly as we can to make all of us even more profit than we already do.

I am keen to work with you to grow our mutual business. We have a great product range and you have the market presence and reputation that is so important to us as our preferred route to market. We are always receptive to ideas that will generate more sales and profits for both of us. If you have ideas for joint promotions, support at exhibitions, product training for your team, price support for specific large quotations or any other requirements, please contact me direct, chrismott@hammond-electronics.co.uk.

I look forward to meeting you in the near future.



New telephone system

We have now installed a new telephone system that gives us direct dial in to each extension and voicemail capability.

The switchboard and fax numbers are unchanged:

t: + 44 (0)1256 812812

f: + 44 (0)1256 332249

Direct dial numbers and voicemail are:

Chris Mott + 44 1256 340 413

Justin Elkins + 44 1256 340 410

Janine Jobling + 44 1256 340 415

Cheryl Mercer + 44 1256 340 411

Vicky Poynter + 44 1256 340 412

Angela Slark + 44 1256 340 417

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