

# **EVODE NEWS CIRCULAR**

## **ISSUE 31 - JANUARY, 1971**

### **EDITORIAL**

A Happy and Prosperous New Year to all of us. As this is the first issue of 1971, perhaps it is in order to indulge in the luxury of a brief editorial. Publishing a News Circular of this type is a strange mixture of satisfaction and disappointment, satisfaction that the subscribers send in so many items on so regular a basis and disappointment insofar that most of the time there is very little feedback of reaction from the reader. One never knows whether our News Circular is read as avidly as an 18<sup>th</sup> century coffee house broadsheet or whether this falls disregarded by the wayside.

To analyse the problem of readership, both in terms of numbers and depth, a little competition has been organised which is mentioned later in this edition.

Whilst at one time the powers that be considered that social items were not really suitable for inclusion in our News Circular, strangely enough the inclusion of one or two brief social items always seems to have provoked the most response, and as this has been the season of social events, we start our Circular in that fashion.

### **THE EVODE ANNUAL CHRISTMAS DANCE**

This event, organised this year by the Sports and Social Club, and held at the Trentham Ballroom on December 11<sup>th</sup>, was attended by about 1,000 employees and friends. The evening saw the Miss Evode 1971 contest, won this year by Mrs. Janita Wareham of Personnel. The judges were His Worship the Mayor of Stafford, Alderman W. Dean, Mr. R. Flowers, former England and Wolves footballer, the Vicar of St. Bertelin's Stafford, the Rev. H. Miers, the Assistant Manager of Trentham Ballroom, Mr. H. Brunton and the Sentinel photographer, Mr. A. Moxon.

Mr. J.J.E. Forman thanked the girls for taking part in the contest and the Committee of the Sports and Social Club would now like to add their thanks to the contestants through the medium of the Group News Circular

Dr. H. Simon, President of the Sports and Social Club was also present at the dance.

### **OTHER YULETIDE HAPPENINGS**

The Christmas Party of Cox & Wright Limited was held on 12<sup>th</sup> December and that of Evode Industries on the 18<sup>th</sup> December. Dr. H. Simon attended both of them and reports that they were both very enjoyable evenings.

The 4<sup>th</sup> January, 1971 was the date of the outing for older children to the Grand Theatre, Wolverhampton to see the pantomime Alladin.

### **VISITS and VISITORS**

During December we had a small party of 5 visitors from the recently re-named Department of the Environment, Shrewsbury.

An old friend of some of us, Mr. Ken Wood, formerly a Director and Manager of Evode Industries is on the point of re-joining the "family circle". Ken spent a week in Stafford for training before taking up a post with our new licensees in New Zealand, Skellerup Industries.

On the 6<sup>th</sup> and 7<sup>th</sup> December, Dr. H. Simon visited Holland to attend a Board Meeting of Batu our German licensees and to visit the new factory of Simson the Dutch licensees.

### **NEW APPOINTMENTS**

Mr. G. Dell joined the Group on 4<sup>th</sup> January as Chief Chemist of Allweather Evode Paints.

Mr. M.L. Rhodes joined the Engineering Department as Project Engineer.

In the Evomastics Contracts Division, Mr. C. Hulton has been appointed Area Field Manager, and

Mr. A. Shaw Contracts Supervisor.

Mr. D.G. Williams has been promoted to Major Accounts Manager within the Merchant Division.

### **OVERSEAS and EXPORT NEWS**

Mr. J.D. Roche, Assistant Export Manager, has just returned from a visit to the Far East, Hong Kong and Taiwan and reports expanding business in these territories. Mr. S.B. Knowlden, Export Manager visited the Channel Isles and our old friends there the Preservation Company. He also visited our French licensees, Dia Prosim to help with building trade applications of Evomastics and to lay a plan for the general sale of Flashband.

The Export Department was visited by Mr. Dalais, Director of our Agents in Mauritius and also by Mr. Winterborne of the Cheecolite Foam Manufacturers in connection with the specification of our products in prefabricated buildings in West and East Africa.

Allweather Evode Paints report a variety of export orders totalling almost £3,000 from Jordan, Iran and Sweden.

### **HOME SALES NEWS**

There has been valuable activity in the Evomastics field, particularly with Plevogun, where £2,000 worth of this product will be used on a new office block at Wolverhampton by Tarmac Construction Limited and £3,500

worth will be used by A. Monk & Co., on a new building for I.C.I. at Manchester.

Allweather Evode Paints are being used on the new Foden Factory at Sandbach (400 gallons) and in the packaging area at the Bass Charrington Brewery at Runcorn.

Building Chemicals Division report increased interest in Silverfilm after the new sales approach; orders amounting to 500-gallons being received in only 3 days,

Ebor Concrete of Ripon have bought 32 packs of Concrete Repair Composition and 200 gallons of Rubeton have been sold to a customer in London.

The Industrial Adhesives Sales seem to be "doing a ton", in particular a ton of Evo-Stik 188 to Dents of Letchworth, a ton of Evo-Stik BLG.89 to Commercial Plastics and 10-tons of Evo-Stik RDB.4436 to Metal Box, Manchester.

Finally, from the home sales news, Allweather Evode Paints have had news of the motor vessel "Scotspark" which was painted with their chlorinated rubber to protect the hull topsides and boottopping over 12 months ago and the coating is reported to be still exceptionally good and bright in appearance.

## GROUP NEWS CIRCULAR COMPETITION

Entry form valid until 31<sup>st</sup> January, 1971.  
In this edition 3 words are spelt incorrectly, To enter the competition write these 3 words (or as many as you can find) together with your name, Company and department in the space provided below, and return to Dr. B.S. Jackson at Stafford before 31<sup>st</sup> January, 1971.

SMALL PRIZES OF CHOCOLATES FOR THE FIRST LADY AND CIGARS FOR THE FIRST GENTLEMAN TO RETURN A CORRECTLY COMPLETED ENTRY FORM.

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THE THREE WORDS ARE :-

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NAME : \_\_\_\_\_

COMPANY : \_\_\_\_\_

DEPARTMENT : \_\_\_\_\_

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# **EVODE NEWS CIRCULAR**

## **ISSUE 32 - FEBRUARY, 1971**

### **COMPETITION RESULT**

The competition that we ran in the last issue has shown that the News Circular is in fact quite widely read throughout the Company and within a short time after its publication. Although some competitors had other ideas, the three words that we had in mind as misprints were :

ALADDIN  
ALLWEATHER  
BREWERY

We also realised that the initial conditions of the competition were a little unfair because obviously those associated with Evode Head Office would have the best chance of returning the first correct entry, so in addition to the first two, we put all the other names into a hat and drew out two more just to even up the odds for all those who had sent in correct entries.

The four winners were :-

MRS. J. GIBBS from  
WORK STUDY DEPARTMENT

MRS. M. POWELL from the  
MEDICAL DEPARTMENT

MR. B.C. PREECE from  
VIK SUPPLIES

MR. L. WEAVER from the  
DRAWING OFFICE

who have already collected their prizes.

### **OVERSEAS and EXPORT NEWS**

Taking it from the top as they say, News Circular records the appointment of Mr. J.J.E. Forman as Export Director. Mr. Forman has long had an interest in export matters dating

from the time when our exports were mainly roof waterproofing materials thus being associated with one of his other interests, and the situation is now crystallised in this new appointment where a Director of Evode is specifically associated with export matters.

### **EXPORT ORDERS**

Several outstanding export orders have been received recently, including nearly £3,000 worth of Evo-Stik 528 for Nigeria, £1,500 worth of Thermaflo 8428 for the Formosa Republic of China and £5,000 worth of Flashband for Holland.

Allweather Evode Paints received an order for Pitalic from Cyprus valued at £425 and one for Crane Paints from Eire valued at £740.

### **OVERSEAS VISITORS**

Our Licensee in France, Dia-Prosim figured largely amongst recent visitors. On the 15<sup>th</sup> January Mr. C. Reverchon of Dia-Prosim visited Stafford in the company of three executives of Peintures Gauthier, one of the largest paint manufacturers in France. It is intended that Peintures Gauthier will act as selling agents for the industrial Evo-Stick adhesives to be manufactured by Dia-Prosim in France with the exception of the Shoe Trade.

On the 22<sup>nd</sup> January we were visited by Mr. Ph.Cerf, Managing Director of Dia-Prosim and Mr. Guilloux of the same Company.

We were also visited by Mr. Th.W. Steenvoorden of our Dutch Licensee, Simson early in February.

Allweather Evode Paints was visited by Mr. Andrews from Las Palmas, Canary Islands.

## **OVERSEAS VISITS,**

A surprising number of people seem to have been in search of the sunshine and we hope sales as well. Mr. M.E.J. Wright, Managing Director of Cox & Wright is visiting South Africa, also, Mr. S.B. Knowlden, Export Sales Manager is on a one month's sales tour of East and South Africa. Mr. V. Vohralik - Technical Director has been away for three weeks visiting South Africa and the Middle East, and both he and Mr. Knowlden have included in their visits potential Licensees in South Africa for Evode products.

Mr. J.D. Roche, Assistant Export Manager has visited the Middle East for one month and included in the tour a Building Materials Exhibition in Kuwait where Evo-Stik and Evomastics were featured through our Agents Abdulla Alomar Alygout.

## **NEW APPOINTMENTS**

Mr. Bernard Hall has been appointed as Midlands Area Manager for Allweather Evode Paints.

## **INDUSTRIAL MASTICS SALES LAUNCH**

The latest Evomastics Industrial Sales Launch was a very vigorous affair held on Friday, 22<sup>nd</sup> January when several new products were launched, including THIOMER, a pitch poly-sulphide horizontal joint sealant, and an entirely new formula for GX-5 including a variety of attractive colours. In addition to the Representatives and Regional Managers, the launch was attended by the Export Department and the Architects and Engineers Advisory Department.

The presence in Stafford of Mr. Cerf and Mr. Guilloux of Dia-Prosim made it possible for them to attend this Mastics Sales Launch as well.

The Industrial Mastics Sales Force also recorded the following orders :

£9,000 worth of Evobar S.C.225 for Taylor Woodrow, 1,000 cartridges of White Silicone Sealant for Concargo and £7,000 worth of Polevogun for Foreman and McGee.

## **NEWS FROM THE FACTORY**

The new Flashband machine is now installed and in production.

On Tuesday, 15<sup>th</sup> December, 1970 members of the Evode Works Fire Brigade visited Rugeley Power Station for a talk about fire hazards and prevention at the Power Station and a conducted tour of it.

On the 4<sup>th</sup> January we were visited by Junior Firemen attending an Electrical Engineering course at Stafford College of Further Education. This visit was to allow them to inspect certain electrical installations.

## **NEW DEPOT**

Mr. J.K. Shardlow reports that new depot premises were opened at North Shields on the 1<sup>st</sup> January.

## **VIKFORM GAINS FURTHER CONTRACTS**

This product continues to gain acceptance, evidence for this being the following recent contracts of a considerable monetary value.

A contract from H.S. Solomans, negotiated by Mr. R.A. Gill; with S. Edge Sons Ltd., Bilston, negotiated by Mr. C.W. Cooper, and Mr. K.J. Robinson has negotiated a contract with Lotus Limited.

## **RETIREMENT of MR. C.L. WILLIAMSON**

Although reported elsewhere, News Circular would like to remark on the retirement of Mr. C.L. Williamson. Although his services will still be available in a consultative capacity, Mr. Williamson retired from active service on 31<sup>st</sup>

January, 1971. He was Manager of our Roof Waterproofing Contracts Division for more than 23 years and his Managership saw the growth of this Division from very small beginnings to its present position as one of the principal activities of the Company. Mr. Williamson helped considerably to build a good name for Evode in the field of roof waterproofing, and through this indirectly strengthened the name of the Company in the Building Industry generally.

**MR. R.J. EDWARDS**

At the A.G.M. of Evode Limited, Mr. R.J. Edwards was elected a Director of the Company. Mr. Edwards is also a Director of Evomastics Limited.

## **THE POSTAL STRIKE,**

Although all being well this issue of the News Circular will see the end of the postal strike, the event should not pass without some comment, for in spite of the strike a large volume of the business went on as usual or "unusual" with Representatives delivering invoices and statements and collecting cheques in addition to their normal duties. A large part of the effort fell on to our Switchboard Operators and a "thank you" to them for this extra effort is not out of place. During the dispute Mrs. Luscombe informs us that all calls through the Exchange reached a peak of 2,000 calls per day and in February there were 1,470 telex messages.

## **NEW APPOINTMENT**

Mr. J.T. Brown - Planning Engineer joined us on the 8<sup>th</sup> February, 1971.

## **THE WANDERERS RETURN**

In the last issue we mentioned a number of people who had gone abroad on Company business and they have now all come home to roost. Mr. M.E.J. Wright, Managing Director of Cox & Wright visited South Africa and whilst there gave a talk to the B.B.S.I. in Port Elizabeth with particular reference to high frequency welding. Mr. V. Vohralik, also in South Africa, came home via visits to our associates in Kenya, Cyprus, Greece and Italy. Mr. J.D. Roche visited the Middle East and reports increased business for the Company's products with particular interest for establishment of local manufacture in Iran. Mr. S.B. Knowlden visited South Africa and several other African States and also reports expanding business. Flashband was exhibited in the South African Building Exhibition in Johannesburg and drew tremendous interest.

## **INDUSTRIAL ADHESIVES DIVISION CONFERENCE**

This Sales Conference was held at Stafford on Thursday and Friday, 25<sup>th</sup> and 26<sup>th</sup> February to launch a new product GUN-O-PRENE. This is an adhesive packed in mastic cartridges and suitable for gun application. It is particularly useful for fixing large panels to walls in buildings and the Conference was given details of the sales campaign for this product and also for Floor Levelling Compound with particular emphasis on shop fitters and builders.

## **WHAT'S NEW ? - TIGER GLUE**

You may have seen the pretty tiger on the white bottle - that is Tiger Glue. It is an emulsion adhesive at present sold through the Fonadek Company. It is a lot better than many of the adhesives that are sold for simple assemblies as it dries completely clear and sticks a wide range of light-weight components such as paper, fabrics, cardboard, etc.

## **SEAL DEAL**

ConCargo, container manufacturers, have bought 3,000 cartridges of RDM.2501.

## **OVERSEAS VISITORS**

Mr. Th.W. Steenvoorden and Mr. C.J. Keijzer both of our Dutch Licensees, Simson, visited Evode on separate occasions during February. Cox & Wright was visited by Mr. C. Bielfeldt from Albeko, Germany and Mr. J. Hoffman of Continental Shoe Products, Nashville, U.S.A.

## **ALLWEATHER COME CLEAN**

The building work is all completed at Gillingham and the Works was visited by Dr. H. Simon on Friday, 12<sup>th</sup> February, who has reported to your Editor that he was very

impressed with the layout and above all with its cleanliness of operation, where (and we quote) " certain departments of the Stafford factory could still take a lesson."

Not being idle on the sales front either, Allweather have received intimation of an order for over 5,000-gallons of Pitch Epoxy Coating from Abu Dhabi. The British Air-ports Authority will use Pitan Roadmarking Paint for Edinburgh Airport and British Rail will use Allweather Evode materials for Canon Street Bridge, London.

### **BEST SELLER**

It is slightly ridiculous to call a give away booklet a best "seller" but the success of the Evo-Stik Resin 'W' booklet outlining basic Do-it-Yourself techniques has been much more successful than we anticipated and has attracted favourable comment from several quarters. One comment was that in the Sunday Times for 21<sup>st</sup> February which also mentioned the Evo-Stik designs for furniture and toys.

### **TALKATIVE BOFFINS**

A lecture was presented by Mr. S.F. Broadgate and supported by Mr. L. Ramsey to architects, engineers and quantity surveyors of the Sunderland Borough Council.

This meeting was very successful even to the extent that Mr. Broadgate and Mr. Ramsey were conducted back to the Assistant Borough Architect's office immediately after the lecture. GX-5 was written into the standard specification for future use by the Borough.

A lecture was also presented by Dr. M.J. Welch on mastic sealing compounds and Mr. H.E. Akerman on epoxy resins to Bylander, Waddell and Partners, Consulting Engineers, Wembley, London in support of a teach-in by the Architects and Engineers Service Division,

### **NEWS THAT VIK SUPPLIES**

After many years service as a Technical Representative, Mr. F. Brown is leaving the Company. He will not be replaced as the sales areas will be reorganised.

The Company has received an order for 1,000-yds. of 48" wide Hot Melt Cast Film from C.D. Bailey of South Africa.

Almost £4,000 worth of Printapuff material has been supplied to our Italian associates, Zucchini.

# **EVODE NEWS CIRCULAR**

**ISSUE 34 - APRIL, 1971**

## **NEW NOSES FROM EVODE**

The edges of joints in motorway bridges get a terrific hammering from the traffic and ordinary concrete is too weak to resist this without crumbling, and to prevent this the edges of the joints or "nosings" are now being formed using Evode Epoxy Resin Compositions. You may have seen the M5 extensions mentioned in the press, and on this site, which was visited on 2<sup>nd</sup> April by Mr. B. Liss in the company of Mr. E. Nixon, Friary Construction Limited of Lichfield have used about 16-tons of our nosing compound in the joint construction. Because of their tremendous strength compared to concrete Evode compositions are finding increasing use in civil engineering, and in addition to the nosings about 5-tons of the Concrete Repair Composition have been supplied to the Department of the Environment at Donnington, Salop and the Midlands Electricity Board, Civil Engineering Department have specified the same product for repairs to concrete columns carrying the overhead grid system.

These products are relatively recent additions to the range of Evode Epoxy Resin Compositions which also includes the well-known items E.F.T. and Evoscreed.

## **NO WATER UNDER THE BRIDGE**

Bridges seem to be in the news this month because the Roof Waterproofing Contracts Department have received a contract for the supply and fix of waterproofing to the deck of the A13 viaduct at Basildon. This was a specification obtained through the Basildon Development Corporation in co-operation with the Ministry of Transport. Also involved on this contract are the Evomastics Contracts Department for the supply and fix of sealing compounds, and the total value to Evode will probably be more than £40,000.

A large car park for the City of Coventry is to be waterproofed with the same type of system and the concrete topping in this case will also incorporate Waterbars, Flashband and Plevomastic.

## **COMINGS AND GOINGS**

Dr. H. Simon attended the Annual General Meetings of Evode Industries Limited and Vik Plastics Limited on 24<sup>th</sup>/25<sup>th</sup> February. Apparently a recent land acquisition at Evode Industries has also brought in the fishing rights emanating from the stream forming the boundary of the newly acquired land which is intended for future extensions of the factory.

Dr. Simon also visited our licensee Simsons in Holland and associated company Batu in Germany who now have very impressive new offices and warehouses. The Batu visit was on the 11<sup>th</sup>/12<sup>th</sup> March and on the 18<sup>th</sup>/19<sup>th</sup> March Dr. Simon visited our Italian licensee Ditta Fratelli Zucchini.

There were several visitors to Cox & Wright Limited including Mr. Spapens of Bloch & Stibbe and Mr. Van Sambeek, a manufacturer of men's shoes in Holland. Mr. Leo Mateijsen of Holland, Mr. Harry Earle of Johnsons, Australia and Mr. J. Whittle and Mr. Goldman of Feltex, South Africa.

Also from Cox & Wright, Mr. W.T. Clifton and Mr. Leon Mikolajewicz went to Leipzig to attend the Leipzig Fair where the Company had been exhibiting.

Mr. Zuckerman of Evomex our licensee in Mexico will be visiting Stafford on 5<sup>th</sup>/ 6<sup>th</sup> April accompanied by his wife.

Mr. Roy Macpherson, Director of Allweather Evode Paints Limited made a special visit to France to progress special samples urgently

required for the Tower Lumiere project which apparently will be something to rival the Eiffel Tower when completed. Also in March we were visited by Mr. Oskoui from Adinco Incorporated in Iran, more of which later.

We were also visited by Mr. P.W. Draper from South Africa who is interested in the possibility of manufacture of some Evode products in that country.

### **EXPORT AGAIN**

Allweather Evode Paints Limited report export orders received in March from Abu Dhabi, Abadan, New Zealand and Hong Kong.

Our Assistant Export Sales Manager, Mr. J.D. Roche is leaving on another Export Sales Trip on April 16<sup>th</sup> for a month. In case the exotic places he will visit could favourably stimulate the imagination of our Readers, perhaps by producing visions of Harems, Camels, Oases and the hot sun beating down on thirsty Legionnaires crawling towards the haven of the distant Fort, they are : BAHRAIN, DOHA, ABU DHABI-DHAHRAN-RIYADH-JEDDAH-ADEN-BEIRUT and ATHENS.

The Export Sales Manager, Mr. S.B. Knowlden has expressed his appreciation to the Sales Office and the Stafford Factory for the careful planning and processing of a large order for Evokote Type 23 destined for the Arabian Gulf.

### **A NEW LICENSEE**

A new licence agreement has been signed with two companies in Iran which will become active once Iranian Government approval has been obtained. The two companies are the Poldasht Company and Adinco Incorporated both of Teheran and this licence is unusual inasmuch that it is to cover the manufacture of bitumen emulsions, roof waterproofing materials and building chemicals, with Poldasht making the bituminous emulsions and Adinco the cement admixtures.

The licence agreement was signed during the recent visit of Mr. Oskoui of Adinco Incorporated, and during the negotiation it was necessary for Mr. H. Venton, Divisional Chief Chemist of the Building Chemicals and Bitumen Division to visit Teheran to study the suitability of the factory and the equipment already owned by the Poldasht Company.

### **NEW BITUMEN PLANT AT STAFFORD**

Our new and enlarged Bitumen Emulsion Plant is now on stream, just in time to cope with the anticipated increased demands for roof waterproofing materials.

### **NEW APPOINTMENTS**

Mr. R. Clarke of Dundee has joined us as a Sales Representative for parts of Scotland.

Mr. J.W. Bird has been appointed Product Group Manager in the reorganised Marketing Department, and Mr. P.L. Brook has been appointed Assistant Product Manager with the responsibility for Industrial products generally.

### **MORE HOME SALES NEWS**

Evomastics Flamseal is to be used in fixing cladding panel joints in two projects sponsored by the Ministry of Works in London. If we had not been in a position to supply a material like Flamseal eliminating the risk of the passage of flame between the panel joints under fire conditions, it is very doubtful if the Ministry would have permitted the use of G.R.P. panels in this environment.

Allweather Evode Paints report several successes including the use of Thixochlor on 165 caustic liquor rail tankers for British Petroleum.

As a result of the excellent performance of our materials under severe conditions on the cranes at Folkestone our systems are to be used again on all British Rail projects at Folkestone and Dover. They will also be used

on a crane at Clydebank and on the British Rail Cranes Building in Finland.

An order for more than £1,000 worth of Detel Marina anti-fouling paint has been received from a stockist in Dorset.

### **SEALANT MANUFACTURERS CONFERENCE**

Evomastics Limited have been members of the above Conference since its inception in association with what is now known as the British Rubber Manufacturers Association. This latter association is, of course, very much concerned with the rubber industry generally of which sealants only form a very small part and the S.M.C. has now been established as a self-sufficient organisation independent of the B.R.M.A. Our Company is a founder member of the new organisation and Mr. A.J. Carwardine, Sales Manager of the Evomastic Industrial Division, is the Chairman of the S.M.C. for this year.

### **TAIL ENDER FROM VIK**

We often seem to end with a spot of cheery news from Vik and this month it is that the Company has obtained a contract order for P.V.C. compound from Stylo Shoes to the value of about £75,000.

# **EVODE NEWS CIRCULAR**

**ISSUE 35 - MAY, 1971**

## **OVER 25's DO IT AGAIN**

Atlantic City, Leipzig, ISMEX, Paris, Elda and Dusseldorf.

## **CRIMINAL ACTIVITIES**

Flashband has received the attention of several Chief Crime Prevention Officers in various Police Forces. The reason is that being self-adhesive and less expensive than lead it offers a means of flashing and waterproofing which is less tempting to the thief than the more expensive and more easily portable traditional lead. We have the law on our side for once.

We have also been successful in obtaining orders for Electrostatic Chlorinated Rubber paint for security fences at H.M. Prisons. This is a product of Allweather Evode Paints Limited and is to be applied by airless spray. Painting these fences may help to keep us on the right side of the law !

## **CHIP OFF THE OLD BLOCK ?**

We expect that most people saw the announcement that Mr. Andrew Simon has joined the Company as CORPORATE PLANNER.

As a number of people have asked the nature of corporate planning, the following brief description is provided :

Corporate planning involves the-studying of objectives to indicate the direction in which a company wishes to go, an assessment of where it is going, and the subsequent planning to achieve the desired result.

## **EXHIBITIONISTS AT COX & WRIGHT**

We are told that during the next few months Cox & Wright Limited will be participating in the following exhibitions :

## **HOME SALES ACTIVITIES**

Everything seems to be export sales news this month. At the risk of raising somebody's wrath, we have included in home sales some news from Evode Industries Limited about the sale of two products overseas - (sounds a bit Irish !) Swords tell us that they have recently launched GUN-O-PRENE and FLASHBAND and from first impressions and the way in which the products have been received by their customers, it is felt that both products are going to be amongst the best sellers of the future.

Evomastics Industrial Division has received an order from G. Percy Trentham for almost £2,000 worth of rubber Waterstops.

The Building Chemicals Division has received orders for 4,000 gallons of bitumen emulsion for use at R.A.F. Cosford, 1,000 gallons of Silverfilm from the Department of the Environment and 20 packs of epoxy resin mortar for use on cooling towers at Spondon, Derby.

## **F.E.R.F.A.ing SECRETARY**

Mr. H.E. Akerman of the Technical Service Laboratory has been appointed Secretary of F.E.R.F.A., which is the Federation of Epoxy Resin Formulators and Applicators. To add a touch of quality to the proceedings, Mr. Harvey Liss, Sales Manager of Building Chemicals, is a member of the council of F.E.R.F.A.

## **EXPORT EXCELS ITSELF**

Most of the sales items in this month's news concern export activities. Starting with

Allweather Evode Paints Limited, who have received orders from Malta, Dubai, Iran and the New Hebrides. Also one from West Germany worth more than £2,000 for Zinc Rich Primer and Chlorinated Rubber Paint. These will be used on container ships.

For a new hotel in Gambia, 5,000 sq. yds. of the Roof Waterproofing System are to be supplied and also sufficient Evoseal 202 for about 5,000 sq. yds. of damp-proof membrane. This order was obtained in co-operation with the Architects and Engineers Service Division.

There has been further excellent business in Flashband from South Africa, where an order is in production for over 1,500 rolls of the product. The Factory has also reported a further export order for over 7,000 yds. of Roof Waterproofing System, including Silver-film.

To show just what heights exports can achieve, we have received an order for 5 gallons of RDA.5182 adhesive for use on the French Concorde.

The activity needed to get these export orders is illustrated by the fact that Mr. J.D. Roche, Assistant Export Manager, is currently on a sales tour covering most Middle Eastern countries, and Mr. S.B. Knowlden, Export Sales Manager, is shortly to visit West Africa and develop sales in existing areas of operation and to visit new areas e.g. Libya and the Ivory Coast.

### **ALL ROADS LEAD TO EVODE,**

Again, a considerable number of visitors from overseas have called on companies in the Group.

Cox & Wright Limited have mentioned the following visitors :

Mr. J. Whittle of Feltex, South Africa.  
Mr. Gene Croyle of Continental Shoe Products, U.S.A.

Mr. Weibel & Party from Weibel & Co., Germany.

Mr. B. Matzopolous and Mr. Theo Nel from Eddworks, South Africa.

At Stafford we were visited by Mr. and Mrs. M. Zukerman from Mexico and Mr. Henry E. Cooper of the Terrell Corporation, U.S.A. Mr. H.E. Cooper is associated with us in the Evacor venture.

Also included in this month's visitors from overseas is Mr. V. Vohralik because he visited Swords at the end of March and was able to make his first visit to Vik Plastics Limited since they commenced production (this sounds a bit Irish too !)

### **DUTCH TREAT**

Dr. P.J.C. Counsell, Research Laboratory Manager, visited Holland and gave a lecture on The Nature of Tack at the TNO Institute. He also gave the same lecture at the City University's Annual Conference on Adhesion and Adhesives held in London on 1<sup>st</sup>/2<sup>nd</sup> April, 1971.

Dr. M.J. Welch, Divisional Chief Chemist of the Evomastics Industrial Division, visited Holland and Germany in the first week in May for discussions about sealants with Mr. C.J. Keijzer and Mr. A. Page of Simsons and went with Mr. Keijzer to Batu Limited and joined Mr. Walderveen to see their operations in Rheydt, Dusseldorf and Hamburg, where discussions took place with an important sealant applicator.

One day was spent at the Hanover Exhibition, visiting the stands of Batu's competitors.

Mr. C.E. Webb, Chief Chemist of Vik Supplies Limited also visited Holland during the same period.

Mr. W.T. Clifton of Cox & Wright Limited has visited Frankfurt.

Mr. R.J. Osborne, Mastics Development Laboratory, visited Wacker Chemie in Munich and works at Burghausen to discuss formulation and manufacture of silicone sealants.

Dr. H. Simon visited our French Licensees, Dia Prosim, at the end of March, and during this time also visited Gauthier Paints of Belfort, France, who are interested in handling certain industrial adhesives for the French market as sole agents.

**VIK LAST AGAIN** but only in the sense of providing some good cheer to round off the News Circular. An order has been received from Messrs. R.E. Rushton for 500 tons of Thermaflo Injection Moulding Compound, the order negotiated by Mr. R. Ablett.

Adhesive business is very buoyant in all areas. Mr. C. Carthy, temporarily released from Development, has been involved in all major installations recently and the results are in no small way contributed to his efforts.

Both Vik Supplies Limited and Cox & Wright Limited will be present at the International Shoe Machinery Exhibition during 17<sup>th</sup> - 21<sup>st</sup> May. Mr. F.B. Lynch, Managing Director of Evode Industries Limited will also be visiting ISMEX.

# **EVODE NEWS CIRCULAR**

## **ISSUE 36 - JUNE, 1971**

### **EDITORIAL**

The holiday season seems to be interfering a little with the flow of information for the Group News Circular, and although there is quite a lot of activity to report, it is of a type which allows little scope for "journalism" and therefore has been reported "straight" as it came to us.

### **VISITS AND EXHIBITIONS**

The most interesting visit was that made by Dr. H. Simon to South Africa between 10<sup>th</sup> and 21<sup>st</sup> May. Whilst this included a brief holiday period, the main business purpose of the journey was to visit all our contacts relating to all our materials and to all our subsidiary companies i.e. Evode, Vik, Cox & Wright Ltd., and Allweather Evode Paints Ltd., in order to enable us to reach a decision with whom to link up with for a licence for adhesives and mastics. Dr. Simon also visited our agents Radbone, Clark & Co., Ltd., in Nairobi.

A weekend was spent at 'Treetops', famous through a visit from the then Princess Elizabeth and Prince Philip at the time she became Queen. It was a little place built into trees and was burnt down after the visit and has since been re-built but still into trees to accommodate about 60 people. Even so, if an elephant rubs his trunk on the wooden pillar the whole place vibrates.

Following the visit to Nairobi three days were spent on safari at Murchinson Falls in Uganda from which part of the River Nile emanates. It was most interesting from all aspects i.e. wild life and scenery also from the point of view of flying in an old D.C.3 and taking off and landing from and on grass runway.

Cox & Wright Limited report that ISMEX '71 was very successful with many useful

contacts made and in particular a number of overseas visitors inspected their Stand and the following visited the Works at Rushden :

Mr. Matthews of Bagshawe Gibaud, South Africa.

Mr. Doig of New Zealand.

Mr. H. Hoffman of the U.S.A.

Mr. M.E.J. Wright, Mr. W.T. Clifton and Mr. L. Mikolajewicz will be in attendance at the Poznan Fair which opens on 13<sup>th</sup> June.

Members of the Distribution Division have taken part in two exhibitions, one on the 12<sup>th</sup> May of the North Midland Buying Society whose Annual General Meeting was attended by 260 members, and on the 20<sup>th</sup> May MAC, who form part of United Builders Merchants, held an exhibition including a full range of Evo-Stik and Mastic products to celebrate the opening of their new branch which is reckoned to be the largest in Western Europe.

### **VISITORS FROM OVERSEAS**

Mr. Nordahl of Evonor, Norway and Mr. and Mrs. Tcherniak of our Argentinian associates are expected to visit us early in July. Mr. Leal of Somaco in Portugal paid a brief visit to Stafford during the first week in June. Allweather Evode Paints Ltd., were visited by Mr. R. Roseman from South Africa.

### **NEW APPOINTMENTS**

Mr. P.J.C.H. Richards was appointed South-Western Regional Manager, Distribution Division, effective from 1<sup>st</sup> June.

Mr. L.E. Weaver was appointed Project Engineer, effective from 17<sup>th</sup> May, 1971.

Mr. J.G. Good was appointed Project Engineer, effective from 17<sup>th</sup> May, 1971.

## **SALES ACTIVITIES**

In a previous bulletin we announced that the Evomastics Industrial Division had secured an order for £3,000 worth of Waterbar for a reservoir contract, and they now report that we are well placed to receive a second order for a further reservoir twice the size of the first. The customer is Cliffside Construction Ltd.

The Distribution Division launched a new roof waterproofing product, "SUPA-PROOF" on 1<sup>st</sup> June. The sales during the first week exceeded 1,000 gallons.

In order to promote the sales of 'FLASHBAND' to the building trade the Promotional Sales-force is to concentrate on building sites throughout the country during June and July.

Allweather Evode Paints Ltd., have provided us with the most comprehensive evidence of sales activity, starting off with the news that the roof of Paddington Station is being painted with an Allweather Evode specification including 'EVOLED' and PITAN CHLORINATED RUBBER paints. A wide range of export orders is also reported by them including an order from B.P. for £2,000 worth of coatings to be shipped to the Arabian Gulf, and there was another order from the same area for almost £500 worth of chlorinated rubber paint. There is an order from the Lebanon for over £400 of thixotropic chlorinated rubber paint and many other export orders have been received from Malta, Fiji, Samoa, Ethiopia, Eire and Bahrain.

# EVODE NEWS CIRCULAR

## ISSUE 37 - JULY, 1971

### NEWS FROM THE SALES. DEPARTMENTS

The recent spell of fine weather seems to have encouraged a ready growth of news from all sales departments and lets hope that both continue ! First of all, items of interest from :

#### THE INDUSTRIAL ADHESIVES DIVISION

The following interesting orders are reported :

2-tons of Resin 178 from Ashton Containers Ltd., and

1-ton of the same material from Reeds of Maidstone.

The British Steel Corporation have ordered 3-tons of 6820, and

1-ton of Resin 168 was ordered by Berrys of Chipping.

Two Hardo Hot Melt Roller Coaters have been sold in Mr. Worth's area, an order worth more than £1,000. More of Mr. Worth later.

#### DISTRIBUTION DIVISION

The Marketing Manager, Mr. E.A. Cooper, has reported the following items :

Sales of Supaproof going from strength to strength. It looks as though this new positioning of a roofing product is meeting with a lot of success in the market.

We find that Evo-Stik Adhesive was extensively used in preparing the costumes for the Six Wives of Henry VIII on display in Birmingham now.

(Did he try to stick their heads back on ? - Ed.)

Tiger Glue being launched to the hardware trade. Now being stocked by Woolworths.

#### ALLWEATHER EVODE PAINTS

Our friends at Gillingham again report considerable and wide ranging success in the export field, as orders worth more than £6,000 have been received from Algeria, Bermuda, Finland and Abu Dhabi.

To prove that the home market is not neglected, they report that our paint products have been specified for a large Admiralty testing tank at Teddington and also for one of the largest bridges in Birmingham.

#### BUILDING CHEMICALS DIVISION

Products old and new figure in the news from this Division. We have received an order for 1,700 gallons of Evascon from Veitchi Flooring and 1,000 gallons of Silver Film from Midco, and the concrete waterproofer Portite figures in a 1-ton order from E.H. Bradley.

Our Epoxy Resin developments figure in the news again with, amongst other things, an order for 150, 55-lb. packs to be used at Spondon and Hams Hall Power Stations.

To prove that there are occasions when Factory, Laboratory Development and Sales Administration can work together, the following item about a very large order for an epoxy resin compound is reported :

Wm. Press Ltd., of Tottenham, London had a trial order of 40 packs of Epoxy Resin Grouting RDB.4495, and as a result placed a further order with Mr. J.T. Ferneyhough on Sunday evening, 13<sup>th</sup> June for 1,160 x 28-lb. packs, requesting delivery for the Wednesday.

All stops were pulled out on the Monday and the majority of the order was delivered on Wednesday with the balance by Friday. This was used on a sewage pipeline at Bognor Regis, Sussex. The pipeline was welded together and grouted on dry land and then towed out to sea by tugs and sunk into its final position.

## **OVERSEAS VISITS and VISITORS**

On 15<sup>th</sup>/16<sup>th</sup> June we were visited by Mr. Th. W. Steenvoorden, Managing Director of Simson our associates in Holland, and from the same company we were visited by their Chemist, Mr. A. Page, an ex Evodian. Mr. & Mrs. Page came to Stafford on 1<sup>st</sup> July.

Mr. G. Richards, also an ex Evodian and now with Evonor, our Norwegian associates, visited us early in July. At the same time we were also pleased to have a visit from Mr. E. Nordahl, who is Managing Director of Evonor.

Other people who visited Stafford for a brief time were Mr. & Mrs. Draper from South Africa. Mr. Thomas, also from South Africa, and from India Mr. Y.P. Punj and Mr. B.R. Punj called to see Dr. H. Simon on 17<sup>th</sup> June.

## **NEWS of EVODE TRAVELLERS is as FOLLOWS :**

Mr. S.B. Knowlden, Export Sales Manager reports that during his last visit to Africa he opened up three new West African markets in Liberia, Togo and Dahomey. He also reports increased business in West Africa and a very general interest in Flashband, a product for which several orders have already been placed.

Mr. J.D. Roche, Assistant Export Sales Manager will be off again on 9<sup>th</sup> July, this time for an extensive sales tour of the Middle and Far East including Ceylon, Thailand, Hong Kong and the Phillipines.

Mr. K.J. Robinson, Director of Vik Supplies, is at present in Italy to progress the toe puff

project with Ditta Fratelli Zucchini, our associates in that country.

Mr. D. Gell, Chief Chemist of Allweather Evode Paints Ltd., made a technical service visit to Holland on the subject of primers for plant manufactured in the U.K. and exported to Holland.

## **PERSONNEL and PERSONAL**

We said that you would hear more about Mr. J.W. Worth, the reason being that he has won the sales competition run by the Industrial Adhesives Division, the first prize being a week in Scandinavia for two.

Dr. H. Simon has resigned from the Chairmanship of BRRAMA and Mr. V. Vohralik has been elected Chairman in his stead. Mr. H.J. Chard, Chief Chemist of the Industrial Adhesives Division has also been elected to the BRRAMA Technical Panel.

On the 7<sup>th</sup> July, Mr. J.E. Linnell, Company Secretary, was elected to the Stafford Rural District Council for the parishes of Fradswell and Gayton.

Mr. D.T. MacKay has joined us as representative in the Industrial Adhesives Division for Liverpool, Cheshire and North Wales.

Mr. R. Whitehouse of the Laboratory was successful in obtaining his graduateship of the Royal Institute of Chemistry.

## **A QUICKIE FROM VIK**

As from 1<sup>st</sup> July Vik will sell thermoplastic rubber compounds to the footwear and footwear components industry. Such compounds are used, for example, as soling materials, This is a collaborate effort where Vik will be the sole (?) distributors of the material which is based on materials made by Shell Chemicals Limited but produced under licence from them by Polyfleet.

# **EVODE NEWS CIRCULAR**

## **ISSUE 38 - AUGUST, 1971**

### **EVODE'S ASS**

Apparently we sponsored the entry of a donkey in the Donkey Derby at the recent Open Day at R.A.F. Stafford. Our mount proved to be the winner and we gained a fiver.

### **C.H. MYATT "CLEANS UP"**

Already mentioned in the local press is the time saving award winning suggestion of Mr. C.H. Myatt of the Impregnating Department. For his initiative Mr. Myatt cleaned up a £60 award presented on behalf of the Company by Mr. J.J.E. Forman.

### **ROTARIAN BOSS MAN**

Mr. B.C. Preece will be President of the Rotary Club of Stafford for the year 1971/72.

### **NEW APPOINTMENTS**

Mr. A.A.R. Cobbold, B.A. has been appointed General Sales Manager with effect from the 1st October, 1971. Mr. Cobbold is presently Sales Manager, Scotland, for W.D. & H.O. Wills.

Mr. P. Gordon has joined the Company as a representative in the Distribution Division. Mr. Gordon previously worked for Fred Hawkes. Mr. Barry White, formerly a representative with the Industrial Adhesives Division, has been appointed Sales Trainer to the Company.

### **NEWS ABOUT ASSOCIATES**

Visitors included Mr. R. Roseman from South Africa and the Chief Chemist of his company, Mr. C. Moriates. Mr. Roseman has an agreement to manufacture certain products under licence from Allweather Evode Paints Limited and Mr. Moriates is at present

undergoing training at Gillingham and will later come to Stafford to study bitumen emulsions. The name of Mr. Roseman's company is Alumanation (South Africa).

We were visited by Mr. Percy (from London) and Mr. Jansen (Singapore) both of Harrison & Crossfield Limited.

We were also visited by Mr. & Mrs. Tcherniak of our Argentinian associates. Mrs. Tcherniak is a former beauty queen of Paraguay and visited the Wedgwood Factory whilst her husband was discussing business problems. The Wedgwood workers showed their appreciation of her visit in the usual fashion.

Our associates in Germany - Batu are taking part in a Building Exhibition in West Germany.

### **NEWS FROM THE SALES FORCE**

More than £5,000 worth of Evokote epoxy pitch enamel has been ordered for Abu Dhabi and the C.E.G.B. have ordered 600 gallons of Bitugel.

Several tons of Resin 178 have been sold including 2 tons for Ashton Containers and 2 tons for Reeds Corrugated Cases Limited. Cosyglaze (Holdings) have ordered 10,000 rolls of Twinstik.

The Promotional Sales Division have spent 8 weeks site-selling Flashband on behalf of Merchants. Some 3,000 sites visited during the period and Flashband sales will now be 100% up on 1969/70.

Tiger Glue launched Nationally, and Woolworths put it into 40 branches as a test.

Supaproof sales after 8 weeks, are more than 10 times the sale of Evoprufe during the whole of last year.

We are about to offer to the consumer a Christmas Toy Making Book of original Evo-Stik toy designs for the D.I.Y. enthusiast. This book will be given free with pints of 'Impact' and Resin 'W' and we hope will influence the consumer when making a brand selection in the shop.

Flashband has been the subject of direct mail to all Chief Constables throughout the country. The Metropolitan Police were very enthusiastic about Flashband as a replacement for lead for it discourages the stripping of roofs of this valuable material. Over 80% of the Chief Constables in the country have asked us to provide details of the product to their Crime Prevention Officers and we hope that these officers will be recommending Flashband as a replacement for lead, and thus reducing the amount of roof stripping that is one of the major crimes in this country.

### **AND THINGS THAT GO BUMP IN THE NIGHT....**

An employee's infant daughter at prayer was heard to use the words " deliver us from Evode" at the appropriate point.

Apparently she thought that was the correct wording

# **EVODE NEWS CIRCULAR**

## **ISSUE 39 - SEPTEMBER, 1971**

### **EDITORIAL**

As the Editor is on holiday the task of compiling this month's News Circular has fallen upon the shoulders of the unpaid Assistant Editor, so please forgive any errors or omissions.

### **SALES ACTIVITIES**

Allweather Evode Paints Limited report that two giant 97-ft. diameter dish aerials by Marconi Radar Systems for the Department of the Environment are now nearing final stages of completion at a coastal site in the U.K. These highly sophisticated research tools required an equally high standard of protection and Allweather Evode were privileged to be consulted and supplied their specialised Hi-Build coatings.

Allweather Evode also report that Her Majesty The Queen's swimming pool at Windsor Castle is being painted with their Chlorinated Rubber Paint.

The Industrial Adhesives Division report that over 2,000 rolls of 2" Twinstik have been supplied to J. Forman, Nottingham, 2-tons of Evo-Stik 8446 to Hygena, Liverpool and 500-gallons of 6455 to Beaver-brook Newspapers, London.

On the export front, Mr. S.B. Knowlden, Export Sales Manager reports that the Evode System Type 100 has been specified for the new Esso Building in Bangkok to be rebuilt by Japanese contractors, and for the new Hilton Hotel in Abu Dhabi which will be laid by our local agent there, Gulf Construction Co., (Abu Dhabi) Limited,

Evomastic GX-5 has been used to seal aluminium cabinet letterboxes for old and new housing work in Singapore. Mr. Knowlden reports that Evomastic GX-5 is increasingly

used by aluminium awning manufacturers in Singapore, where Expandite's Seelastik was previously used.

Mr. J.D. Roche, Assistant Export Sales Manager, visited the Middle and Far East during July and August with regard to reorganisation of agency arrangements in Thailand, Singapore and Malaysia and initial approach to the Philippines should ensure that our position in the area is strengthened.

The following memorandum was sent out to the Distribution Division and Promotional Salesforces and Mr. E.A. Cooper asked that it be reported here.

### **GREAT, GREAT NEWS !**

You will remember at the Belfry conference I said that the next six months would decide the fate of either 'Impact' or Thixofix and we were in for a real fight in the market place.

In May I sent you the "half time score" that showed during the first part of the six months we appeared to be winning the battle. We now have further information that makes magnificent reading.

### **Evo-Stik Results**

We have always set ourselves the objective of obtaining 40% OF THE MARKET and now, at last we have achieved it for during May/June our market share rocketed to 41.9%. When we met in March it stood at 35% and now it's risen to 42%. This is a great selling achievement.

### **Dunlop Results**

And how has Thixofix done ? At the end of their advertising, after spending a vast sum of

money, they have a miserable 3.3% of the market. And more important they have achieved distribution in only 29% of outlets.

And the Dunlop range. In September/October, 1970 at the end of their advertising they hit their peak of 11.7% and since then the skids have been continuously under them, falling to 7.7% in May/June.

This all means that three quarters of the way through the fight; -

### **EVO-STIK HAS ACHIEVED THE HIGHEST BRAND SHARE EVER.**

THE DUNLOP RANGE SALES CONTINUE TO DECLINE.

THIXOFIX HAS SPENT ITS MONEY AND ACHIEVED A MISERABLE 3.3%.

In May we thought we were on the way to success, now we know it ! One more effort, one heave and we're home and dry. Congratulations; - these are results you can be really proud of and boast about; - and don't forget to boast about them at every call you make. Tell your customers of these results so they don't make the mistake of buying stocks of a product that is on the way out, "

### **NEW APPOINTMENTS**

Mr. J.A.W. Baldock has been appointed Head of Management Sciences and Mr. J. Connor Management Science Analyst.

Mr. I.J. Smith has been appointed Development Chemist in the Evomastics Laboratory.

Mr. T. McGlade has been appointed Scottish Area Manager, Distribution Division, as from 1<sup>st</sup> October. Mr. McGlade joined the Company at the beginning of the old Merchant Division, and has been largely responsible for the increase in business in that area.

### **EXHIBITIONS and CONFERENCES**

The Distribution Division has exhibited in two, three-days exhibitions run by Leboff Limited, one, three-day exhibition run by British Hardware and Tools Limited, and one two-day exhibition with Baxendales.

Cox & Wright Limited participated in the Semaine du Cuir, Paris, exhibiting the new Floform process together with other machines.

### **VISITORS TO and FROM**

Cox & Wright Limited were visited by Mr. Freer from Shoe Corporation, South Africa.

We were visited by Dr. Vicente from Paniker S.A., Spain regarding licensing arrangements, also Mr. Stibbe from Bloch & Stibbe Beheer N.V., Waalwijk, Holland - to discuss long-term planning for Batu, Germany.

Three members of the Morito Co., visited Evode at the end of August. This company is concerned with shoe trade components (Japan).

Dr. H. Simon, Managing Director, visited Evode Industries Limited, Swords on 3<sup>rd</sup> and 4<sup>th</sup> August.

From 15<sup>th</sup> - 22<sup>nd</sup> August, Dr. H. Simon visited Toronto and New York - Toronto to visit our new Canadian partners, the new factory they have purchased and which will be leased to Ercona Adhesives Limited, and New York - to discuss the feasibility of exporting, for the time being, Evo-Stik in tubes for the American market. At this stage there is not much hope because we were too expensive against American competition, even before the import surcharge was put on.

Mr. H.E. Akerman, Head of Technical Service Laboratory, visited Abu Dhabi on behalf of Allweather Evode Paints Limited to service

7900 gallons of Evokote Pitch Epoxy Enamel  
order for deep water wharves there.

### **A STICKY END**

Mrs. N. Carr visited a garden fete held at the County Police Headquarters, Baswich which included the usual Tombola Stall. Mrs. Carr duly purchased three tombola tickets and a delightful policeman in charge said - "Yes madam - you've won". A bottle of champagne appeared in Mrs. Carr's mind's eye - imagine her face when being presented with - a tube of Evo-Stik Clear.

# EVODE NEWS CIRCULAR

## ISSUE 40 - OCTOBER, 1971

### EDITORIAL

A recent innovation for Evode was the establishment of the Distribution Division Sales force, headed by Divisional Sales Manager, Ken Davies, which gave us, for the first time, one sales force, concentrating its efforts on one market — the distributive trades — builders merchants and shops selling consumer products. This has been outstandingly successful.

Meanwhile, back at Stafford ...

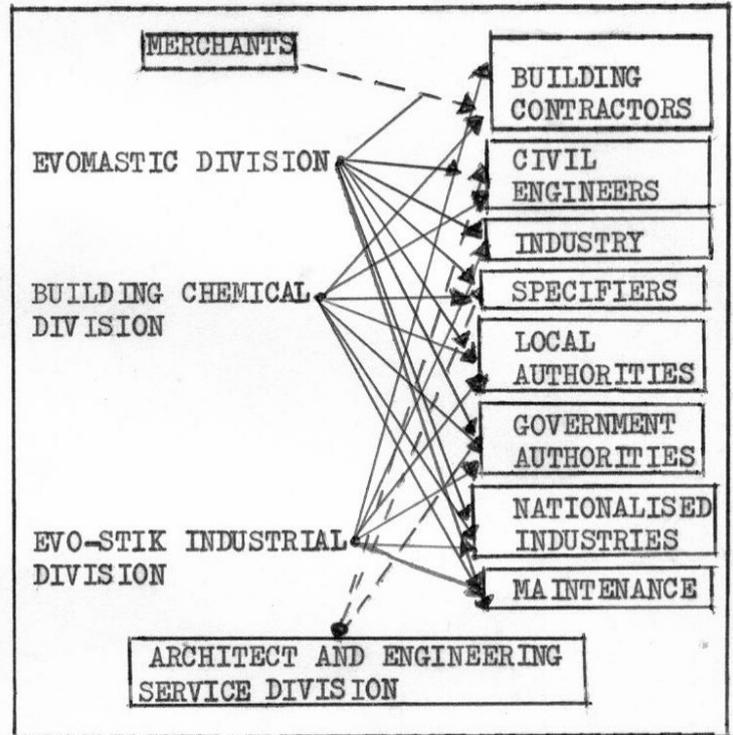
October 4<sup>th</sup> saw the beginning of one of the most dramatic weeks in the history of Evode, when Mr. B. Liss, Joint Managing Director, revealed the plans for sweeping away time and energy wasting aspects of the Sales Force Organisation and establishing for the first time, a unified approach to selling our products so that the productivity of the sales forces can be greatly increased.

In the past, we have used each sales force to sell a limited range of products to all users. A "mastics" rep has sold mastics to Builders, Industry, Government etc., and an "adhesives" rep has sold adhesives to the same range of users and the confusion and duplication of effort this caused is illustrated in the first diagram.

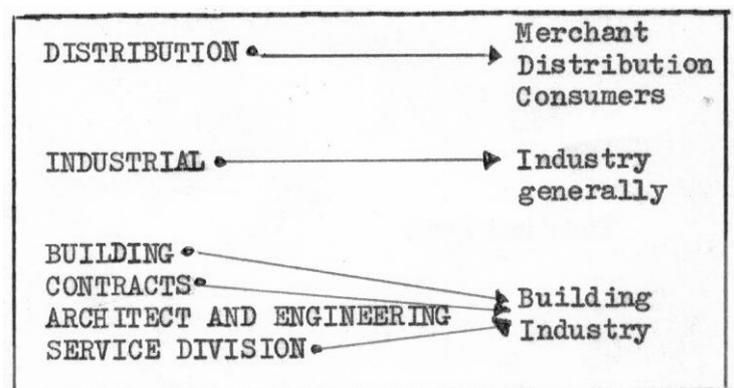
The second diagram shows how much more logical is the new set up, for salesmen will now represent the Company in a total market for all the products that we manufacture.

Below are brief details of the personalities in the new organisation, and the entire force including the Distribution Division being headed by the newly appointed Group Sales Manager, Mr. A. A. R. Cobbold.

**DIAGRAM I**



**DIAGRAM II**



The Representatives in the Building Division Sales Force are :-

## **INDUSTRIAL DIVISION**

Headed by Sales Manager Mr. J.F. Whitelam with 13 years 7 months service with the Company and previously Sales Manager of the Evo-Stik Industrial Division.

The Division has two Regional Managers - Mr. J.A.S. Bennett, Northern Regional Manager, previously Regional Manager - Evo-Stik I Industrial Division and 10 years 9 months service with the Company.

Mr. S.S. Jones, Southern Regional Manager, previously Southern Regional Manager - Evo-Stik Industrial Division and 12 years 2 months service with the Company.

The Representatives in the Industrial Division Sales Force are :-

Mr. A.G. Hill	Mr. G.N. Howell
Mr. J.W. Worth	Mr. J.H. Davies
Mr. S. W. Jackson	Mr. J.W. Higgins
Mr. D.L. Taylor	Mr. P.A. Langridge
Mr. D. Mackey	Mr. S.G. Morgan
Mr. K. Dickinson	Mr. W.G. Burnham
Mr. K. Whitehouse	

## **BUILDING DIVISION**

Headed by Sales Manager Mr. Harvey Liss with 8 years 1 month service with the Company and previously Sales Manager of the Building Chemicals Division.

The Division has two Regional Managers –

Mr. C.E. Harvey, Northern Regional Manager, previously Insul and Flooring Products Manager and 5 years 3 months service with the Company.

Mr. C.J. Foreman, Southern Regional Manager, previously Southern Regional Manager - Evomastic Division and 2 years 9 months service with the Company.

Mr. L. Ramsey	Mr. J.W. Palmer
Mr. P. Billingham	Mr. M.B. Stead
Mr. W.E. Meehan	Mr. J.R. Rycroft
Mr. K. Dewhurst	Mr. N.W. Bell
Mr. D.J. Hampton	Mr. H.H. Weatherall
Mr. G.F. Bridgens	Mr. G.M. Moore

## **CONTRACTS DIVISION**

Also the responsibility of Mr. H. Liss with two Regional Managers –

Mr. D.H. Wordsworth, Northern Regional Manager, previously Regional Manager - Building Chemicals Division and 10 years 3 months service with the Company.

Mr. A. Loft, Southern Regional Manager, previously Regional Manager - Building Chemicals Division and 16 years 11 months service with the Company.

The Representatives in the Contracts Division Sales Force are :-

Mr. J.N. Millar	Mr. P.L. Savill
Mr. G. Spark	Mr. W.J. Sands
Mr. D.H. Greatorex	Mr. L.S. Fuller
Mr. B. Heron	Mr. J.M. Flowerday
Mr. A. Keeler	Mr. A.E. Dean
Mr. W. Griffin	Mr. J.C. Kissock

## **OTHER NEWS FROM THE GROUP**

### **EXPORT ACTIVITIES,**

Export once again, figures largely in the news received. There has been an order from Ceylon for over 10,000 pints of 528 and after a lot of work by the Export Companies and Mr. J. D. Roche, the great news of a trial order for 1,000 pounds of Vik Cloth from Bata Shoe Company in Malaysia. The beginning of great things, we hope, we are now in business with the two largest footwear manufacturers in Malaysia.

Allweather Evode Paints also report a continuation of useful export orders.

Polevogun, Monopol and the Roof Waterproofing System are amongst products specified for the Gibraltar Hotel.

### **EVO-STIK DOWN IN THE MOUTH**

Messrs. E. Osborne, our Agent in Nigeria told us of an Italian contractor who took some 528 with him, when on leave in Italy, to do odd jobs, one of which turned out to be the refastening of the crown of a tooth in his wife's mouth. The repair is still there after three months.

### **VISITORS**

Recent visitors included Mr. V.D. Strickland of the Dickinson Robinson Group, Canada and Mr. Steenvoorden of Simsons, Holland.

Allweather Evode Paints were visited by Snr. J. Orriols of their Spanish licensee.

Cox and Wright were visited by Mr. Rottengatter from Germany to view the new Floform operation and was very interested. An order is now expected.

Five members from the Materials and Scientific branches of the G.L.C. visited Stafford on 23<sup>rd</sup> September. We have since heard that they were most impressed with their visit and it is their intention to give further consideration to the use of our products, particularly roof waterproofing, Whilst they were with us we were able to completely up date their preambles to Bills of Quantities. Evode products are now included where ever the opportunity exists for the use of our products and many more are to be added in the near future.

### **VISITS MADE**

Mr. M. E. J. Wright, Mr. W. T. Clifton, Mr. B. Cosford and technician Mr. L. Mikolajewicz visited the Semaine du Cuir in Paris.

Mr. S. B. Knowiden will make a sales visit to the Channel Islands this month. and Mr. J. D. Roche will commence a three weeks sales tour of the Middle East.

### **NEW APPOINTMENTS**

Mr. R. MacPherson was appointed UK Sales Director for Allweather Evode Paints on 1<sup>st</sup> October and for the same Company, Mr. F. G. Oatten was appointed Area Manager for South Wales and South West England.

Mr. B. A. Cook was appointed Assistant Purchasing Officer on 4<sup>th</sup> October.

Mr. M. E. Chard was appointed Customer Service Manager on 6<sup>th</sup> September.

Miss Lydia Jones has now been appointed Librarian.

### **Vik Supplies have reported the following re-organisation news item.**

Mr. C. Essam, London area Technical representative will take over the full responsibility for the area as from October 1<sup>st</sup>.

Mr. L. T. Kilworth will be responsible for the sales of toe puffs in the Leicester area in addition to his work as technical representative in Northampton.

Mr. E. G. Hall will be responsible for the existing adhesive business in Leicester area and to expand the turnover in conjunction with Mr. C. W. Cooper.

Mr. R. C. Addis, Northampton area technical representative is now responsible for the maintenance of all existing adhesive turnover and to increase it in conjunction with Mr. C. J. Flack.

### **ERCONA ADHESIVES LIMITED**

The Dickinson Robinson Group Limited, through its Canadian subsidiary has acquired Allbright and Wilson Limited's controlling interest in Ercona Adhesives Limited of Toronto, and now holds 51% of this Company. At the same time, Evode Limited of Stafford has increased its holding in Ercona Adhesives to 49%

Ercona Adhesives Limited which has twenty employees, manufactures and sells a range of Adhesives and Mastics for the North American Market, with technical assistance from Evode Limited.

Mr. Bryan Pease, formerly of Evode and for some years Chemist at Ercona is returning to Stafford, his place to be taken by Mr. Clive Beard from Evode's Customer Service Department.

To keep the "pot boiling" during the changeover, Mr. P. Baxter, Mastics factory Superintendant has spent a few weeks in the Ercona factory.

# EVODE NEWS CIRCULAR

## ISSUE 41 NOVEMBER, 1971

### MORE ABOUT EVODE'S GENERAL SALES MANAGER

In the Editorial of the last issue of the News Circular detailing the changes in the sales force structure, we mentioned the presence of Mr. A.A.R. Cobbold as the man responsible for the general management of all the Divisional Sales Forces and we felt that readers of this issue would be interested to learn a little more about the holder of this very important new appointment.

Mr. A.A.R. (Anthony) Cobbold Served for two years in the Wiltshire Regiment after being educated at Marlborough. Following his army service, he read Economics and Law at Cambridge University, graduating in 1958. His first job was with W. & T. Avery Limited the well-known manufacturers of weighing machines, and later on in 1961 Mr. Cobbold spent some years in East Africa as Service Manager for Avery Scales and Avery Herdroll Pumps and Aviation Refuelling Equipment.

Leaving Avery in 1965 Mr. Cobbold joined W.D. & H.O. Wills progressing through several sales end marketing appointments and eventually becoming Sales Manager for Scotland until this year when he joined our Company.

Mr. Cobbold's interests in the sporting field seem to have centred mainly around waterborne activities with him putting in an active appearance at Henley Royal Regatta during the years 1955 - 1957. However, now married with three children from two to eight years Old, his main leisure activities are chosen to meet the demands of a young family, and as he puts it, an overgrown garden.

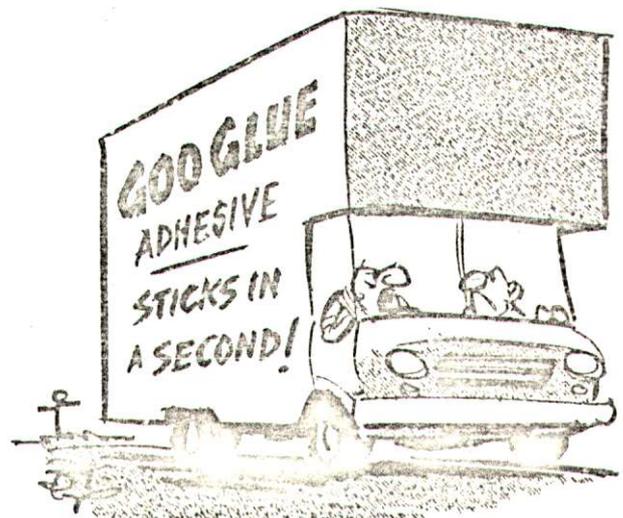
### FIFTY YEARS FOR ZUCCHINIS

During a business journey to our Italian licensees, Dr. H. Simon was invited to attend a party given by the Zucchini family on 25th October. The festivities celebrated a double event, first the seventieth birthday of Mr. Giovanni Zucchini, and secondly, Fifty-years Jubilee of the association of Giovanni Zucchini with his brother Alfredo in the business of their present company, Ditta Fratelli Zucchini. In an illuminated' parchment produced to commemorate the Fiftieth Jubilee, their association with Evode was given a very full mention. Dr. Simon also visited the Building Exhibition at Bologna where they had an excellent stand and were very pleased with the attention they received.

At the Annual Dinner of the West Midlands Industrial Fire Brigades Association held at Goodyear (Gt. Britain) Limited, Mr. C. Stanley was presented with a Past Chairmen's badge by the President, Mr. Philip Mender, Managing Director of Mender Bros. Wolverhampton.

He was Chairman of the Association for the years 1969 and 1970 and is at present Chairman of the Technical and Training Committee of the Association.

*AUTOCAR 26 September 1968*



*"It's stuck in second"*

that establishment. Subject to good conduct further attendance at similar institutions throughout the U.K. may be necessary.

## **EVODE AREN'T CLUELESS**

The Company was mentioned in a clue from The Daily Telegraph City Crossword of 16<sup>th</sup> October. The clue was nine across - "Midland home of Evode and Universal Grinding". There is no prize offered for the answer.

## **OTHER NEW APPOINTMENTS**

Mr. Harry Hadley has been appointed Area Manager for Kent with Allweather Evode Paints Limited.

At Vik Supplies, Mr. Roger Price has been appointed to specialise in the sales of thermoplastic compounds and Thermaflo '0'-Rod in Leicester and the Northern Footwear areas.

## **VISITORS FROM OVERSEAS**

On October 22<sup>nd</sup> we were visited by Mr. Baldacchino, Chief Salesman for our Maltese agents Joseph F. Spiteri & Co.

Mr. Mike Harnett of Evode Industries came to Stafford to study our distribution operation.

Mr. Cerf of Dia Prosim visited us twice in October and on the second occasion on 21<sup>st</sup> he was accompanied by Mr. M. Liphchutz\_ of Valentine Paints.

Cox & Wright Limited were visited by Mr. J. Pratt of Marina Shoes South Africa and by Mr. Peresin and party from Yugoplastica, Yugoslavia.

## **CONTRACTS DEPARTMENT IN DARTMOOR**

Some members of the Contracts Department are being sent to Dartmoor Prison. Their only crime is that we have been specified for almost £9,000 worth of roof waterproofing at

## **POINT OF SALES ITEMS**

Allweather Evode Paints Limited report interesting orders for paints including 1,000 gallons of pitch epoxy enamel for Abu Dhabi, the painting of British Rail - Folkestone Docks and the first order for painting a new 40 ton crane for the Clyde Port Authority.

Did you see the carpet tape "Silverseam" featured on the television programme Tomorrow's World ?

Evode has continued with the Christmas toys, idea and a recent issue of the Practical Householder devoted a lot of space to a number of exciting Christmas toys involving Evode adhesives in their construction.

A test market is being carried out in the North of England with a potential new product "Grey Finish Flashband".

Flashband also features in a suggestion competition with large cash prizes - the "Flashband Silver Lining Competition".

## **COX & WRIGHT MAKE PUBLIC EXHIBITION**

The Company participated in the exhibition of Carl Freudenberg & Company (U.K.) following the official opening of their Distribution Centre at Lutterworth. During the week of the exhibition C & W had their new 2/W2 small area Floform machine operating.

## **OVERSEAS VISITS**

In addition to his visit to Italy, Dr. H. Simon also visited our Dutch licensee, Simson, and our German associate, Batu, on 18<sup>th</sup>/19<sup>th</sup> October.

Mr. J. Watts of C & W attended the Atlantic City Fair, U.S.A., where the Floform 20KW machine was exhibited and also the C & W Forepart Shaper. Also from C & W, Mr. L. Mikolajewicz has paid two visits to France to install Floform machines.

### **EXPORT NEWS**

Mr. J.D. Roche is currently on a sales trip to the Middle East and Mr. S.B. Knowlden has spent a few days in Iceland where we have two agents, one for mastics and one for adhesives. It is interesting to record that we have supplied materials to Iceland for over ten years and our products are well received in spite of a very difficult climate.

Our agents for Evo-Sti.k adhesives participated in the "British Week" for building materials in Kuwait.

Our prospective licensees in the Republic of South Africa have already secured a contract for our materials in Pinetown near Durban.

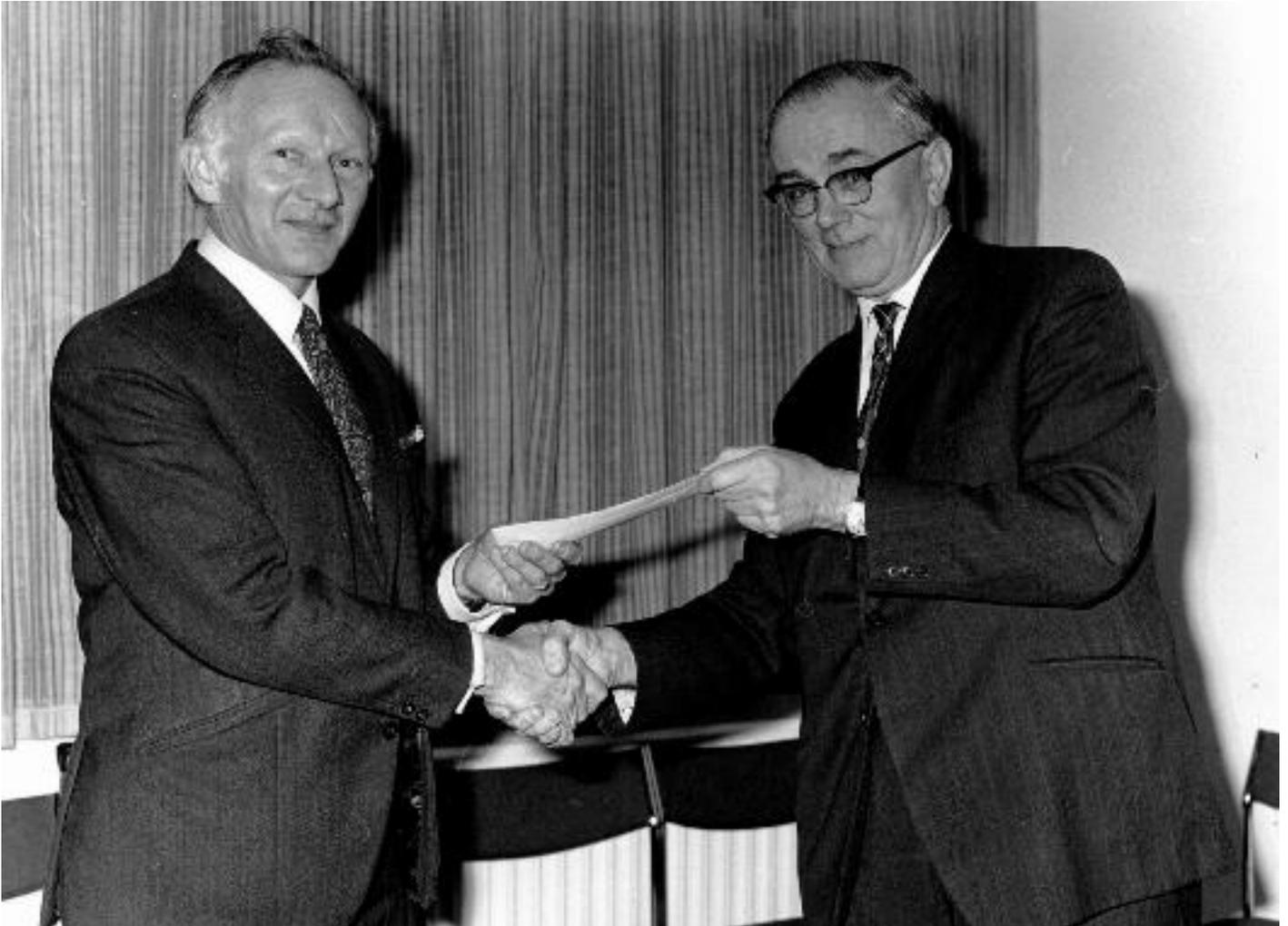
### **VIK WAGS TAIL AGAIN**

An order for PVC compound worth approximately £50,000 has been obtained from the British Shoe Corporation for use at their Londonderry plant.

# **EVODE NEWS CIRCULAR**

## **ISSUE 42 - DECEMBER, 1971**

### **FIRST VIK AWARD SCHEME WINNER NAMED**



The VIK Award Scheme is an annual bursary, that is open to anyone employed in, or connected with the shoe industry. The aim of the scheme is to promote progress within the industry in Britain by encouraging research and development work leading to greater productivity.

Winner of the first VIK Award for the idea with the greatest technological potential for increased productivity in footwear manufacture is Mr. Alfred A. Staden, 48 a self-employed Technical Consultant from Doddington Road, Wilby, Northants.

Presentation of the Award was made by Mr. J.H. Thornton, Chairman of the British Boot and Shoe Institution's Awards Committee. Also present were Dr. H. Simon, Chairman of VIK Supplies Limited and Mr. V. Vohralik, Managing Director of VIK Supplies Limited and other members of the VIK Board.

Mr. Staden received his £150 cash award on Thursday, November 25<sup>th</sup>, 1971, at a presentation luncheon held at the offices of VIK Supplies Limited, Common Road, Stafford, who instigated the Award Scheme in conjunction with the British Boot & Shoe Institution.

## **STICK WITH VIK**

As we have started with news from VIK we may as well continue with further items instead of leaving them to bring up the rear as almost always happens.

## **VIK PLASTICS**

Mr. F.B. Lynch, Managing Director of Evode Industries, Eire has reported the following item :

Vik Plastics received confirmation of an order for 300-tons of P.V.C. Compound from Dunlop and this, together with their contract with the Shoe Corporation in Londonderry, makes the prospects for 1972 excellent.

## **VISIT FROM FOOTWEAR WEEKLY**

Mr. Maurice Prout, Editor of Footwear Weekly, came for a day's visit on 29<sup>th</sup> November to see Vik facilities and developments for the near future.

## **RETIREMENT of MR. A.E. CLARKE**

Mr. A.E. Clarke, who has been with Vik for almost 49 years, will be retiring at Christmas. He joined the Company of Vik Heels Ltd., Glover Street, in February 1923. His previous firm from Norwich was contracted to Vik Heels to commence a chemical process in conjunction with wood heels.

Arthur Clarke had the job of organising and teaching a department of girls, in the art of covering heels, with celluloid, and then highly polishing the result to produce patent leather finishes, which was the most popular leather at that time.

Mr. Clarke recalls the introduction of shoe dyes in the 1930's enabling shops to stock evening shoes in one basic colour only which could be speedily dyed to suit the whims of the ladies. He also remembers the early attempts to produce toe puffs leading to

today's trend of products designed to give flexible toes for greater shoe comfort.

In those early days Mr. Clarke signed on many a young girl school leaver at 8/- for a 48-hour week - a job that was automatically lost after she married - however, he has noticed over the years that many married ex-employees have eventually sent their daughters to carry on in mum's footsteps.

Arthur says he will have plenty to do when he leaves as his wife is compiling a list of jobs that were never completed.

## **THE FESTIVE SEASON**

Best wishes to our Readers for a Merry Christmas, and in passing, a reminder of the following events

The older childrens Panto visit will be on 3<sup>rd</sup> January, 1972.

The younger childrens party has already been held at the Evode Canteen on Saturday, 11<sup>th</sup> December. This was attended by the Mayor of Stafford, Alderman Miss Stella Kidman, who was welcomed by Dr. H. Simon.

The Sports & Social Club Annual Dance will be held on 21<sup>st</sup> January, 1972. This year entrants for the MISS EVODE 1972 competition will be helped by instruction from Miss Barbara Winbush, an ex Hartnell model and also by time off for a hair-dressing appointment with a contribution towards the cost. ENTRIES NOT LATER THAN 4th JANUARY.

## **NEW APPOINTMENTS**

Mrs. I. Cooper has been appointed as Chemist in the Licensee Co-ordination Department Laboratory.

Mr. T.L. Knowles has been appointed to serve for a 5 year term on the local (Stafford) Employment Committee.

Mr. A.G.N. Beattie has joined Cox & Wright Limited in charge of dielectric machines -- General Industries.

Following the recent Sales re--organisation, Mr. A.J. Carwardine has been appointed Technical Sales Co-ordinator. Whilst initially he shares responsibility with the Sales Managers for making sure that the product sales of his previous "baby", the Mastics Division, flourish and increase under the new arrangements, his main responsibility long term will be to make sure that we don't "miss a trick" in exploiting the technical properties of all our products in all potential markets. He will be at the centre of a communications network designed to ensure that all concerned can realise the full sales potential of the individual products.

A.J. (Tony) Carwardine was born in Bath, Somerset, attended King Edward Grammar School and Monkton Combe School near Bath. He joined English Electric, Stafford as an apprentice aged 18 and before joining Evode in 1960 in the Evomastic Sales Office, he worked as an analytical and research chemist at Nelson Research Laboratories. Mr. Carwardine was appointed Sales Manager, Evomastics Limited in 1966 and until the re-organisation this year was Sales Manager of the Evomastic Industrial Division. Mr. Carwardine reports an unusual blend of hobbies - fishing and the electronic organ.

### **VISITS and VISITORS**

Cox & Wright have recently received visitors from Yugoslavia, Japan and India, all to view the cut/weld and Floform processes.

Dr. H. Simon visited Dia Prosirn, Paris early in November, and in the Company of Mr. Cerf, visited Valentine Paints regarding future deliveries. Whilst in Paris Dr. Simon met Mr. P. Goodman of Hollandia PTY Limited, Australia regarding co-operation for adhesive and mastic sales in that sub-continent.

Allweather Evode Paints were visited by Mr. F.V. Whelan of the U.S.A.

Three members of the Greater London Council, Materials Section, visited Stafford Works on Monday, 29<sup>th</sup> November, and after a conducted tour they expressed their thanks for the hospitality shown and made clear their enthusiasm for the Company's products and their future usage with the G.L.C.

### **LECTURES and CONFERENCES**

Mr. S.F. Broadgate, Mr. C.J. Hulton and Mr. G.B. Barrett visited the architects offices of the County Borough of Wrexham on Wednesday, 24th November to present a lecture to their entire staff on roof waterproofing and mastic sealing.

Their leader expressed that similar lectures had been given on three previous occasions this year, but they were of the opinion that our presentation had had more impact than any of the others. Mr. Broadgate was invited to return the following week in order that our products may be recorded into their standard preambles for future specifications and so that he could correct the necessary documents for roofing specifications.

Cox & Wright participated in the recent B.B.S.I. Conference at Harrogate, during which Conference Mr. M.E.J. Wright was one of the speakers at a seminar on "Upper Creation and Production by Replica Moulding".

### **SALES NEWS**

Fortunately there is still a little selling going on to pay for all these other exciting activities. Allweather Evode Paints report useful export orders from Hong Kong and South Africa for Pitakote Hi-Build, and the same product is being used to mark jumbo jet parking bays at Heathrow Airport, apart from hundreds of gallons of runway marking paints. The Clyde Container Crane also will require over a thousand gallons of our paints.

On the home front there has been a very successful launch of Gun-O-Prene and a good sell in for the new Impello mastic pack with sales well above forecast. With support from all the main Merchants the seasonal sell in for Evozet should be the highest ever but to achieve the highest ever sales the Sales Department would like all Readers to wish for a white Christmas

Sales of Flashhand have reached a record level, and entries for the Silver. Lining Competition have been more numerous than expected.

The Medway Roofing and Insulation Company in Kent have ordered almost 60,000 ft, in two sizes, of Evostrip.

Other export news - Mr. J.D. Roche reports from his recent visit to Jordan that Flashband had been used to repair many of the roof water tanks machine gunned during the rioting earlier this year. This consumed the entire stock in the country

A sad note on which to end the year, is to record the death of Mr. Elias Peak on 6<sup>th</sup> October. Elias retired after 20 years service with the Company and spent the last two years living quietly with his brother and sister-in-law and he died whilst reading in bed. The funeral was at Bolton Crematorium on 13<sup>th</sup> October and several of his old friends and colleagues were present at the ceremony. Elias Peak will always be remembered with affection.