

# **EVODE NEWS CIRCULAR**

## **ISSUE 43 - JANUARY, 1972**

### **THE NEW YEAR 1972**

The first issue of another "New Year" and let us hope that it will be a happy and prosperous one for all of us. The first item is certainly in keeping as the annual visit to a pantomime by older children of employees enjoyed an unusually large turnout with the coaches bursting at the seams. The new year has also seen a record crop of new appointments.

### **RECENT NEW APPOINTMENTS**

Mrs. J. Murgatroyd has been appointed Supervisor Sales Administration.

Mr. G.F. Matthews is now Superintendent for the Vik Factory and Warehouse and for the Twinstik Department.

Mr. D. Bradley supervises the Toe Puff Room, and

Mr. J. Skellern continues to supervise the Vik Warehouse.

Mr. P.G. Baxter is now in charge of all mastic production.

Mr. B.J. Smith has been appointed foreman in Charge of Raw Materials and Container Stores.

Mrs. I.E. Harriatt is now Supervisor of the Filing Room.

Mr. J. Davies has been appointed as Chemist in the R & D Laboratory.

To improve the administrative help given to our three sales divisions Mr. Ron Johnson became Administrative Assistant to the Building Division and Mr. George Corfield and Mrs. Nancy Carr have taken on similar roles for the Distribution and Industrial Divisions

respectively. Each has a deputy who both helps and stands in when necessary. Mr. David Nixon helps Ron Johnson, Mrs. Maureen Talbot helps George Corfield and Mr. John Watt has joined Nancy Carr on the Industrial Group.

The teams are completed by the three Sales Managers' Secretaries - Mrs. Jenny Tayler, Mrs. Kathy Bradshaw and Mrs. Pat Hollis. The Customer Liaison Section with three Customer Liaison Officers continues its task of maintaining close contact with the customer and remains responsible to Mr. Ron Johnson.

### **VISITS and VISITORS**

Dr. H. Simon visited Evode Industries Limited on 15<sup>th</sup> - 17<sup>th</sup> December and in addition to business discussions was also able to attend their very pleasant Annual Dance. Mr. & Mrs. James Bostock were also present at the latter function.

Mr. R. Pinnock of Cox & Wright Limited visited Athens for installation of H.F. machinery.

Allweather Evode Paints were visited by Mr. H.V. Whelan from the U.S.A.

Mr. A.J. Murmidonis from Cyprus, and Mr. M.I. Alqaq from Kuwait.

Mr. Alec Page and family came to England for Christmas and spent some time at Evode accompanied by another Chemist from our Dutch licensee, Simson, Mr. Van Helvoort, who was accompanied by his wife.

On December 9<sup>th</sup>, 1971 we were visited by Mr. B. Oskoui of Adinco, our agents in Iran.

On December 17<sup>th</sup>, 1971 we were visited by our prospective agent for the Sheikdom of Bahrain, Mr. Ali Bin Ebrahim Abdul Aal.

Cox & Wright Limited were visited by Mr. Berry of Pinetown, South Africa.

We were visited by Mr. Nordahl of Evonor, our Norwegian licensee on 13<sup>th</sup>/14<sup>th</sup> January.

On the 11<sup>th</sup> and 12<sup>th</sup> January we were visited by Mr. Jacobs of our new licensee in South Africa Elvolac.

### **HOME SALES NEWS**

The Distribution Division have introduced a "Challenge Cup" which is to be awarded twice yearly and will go to the sales region putting up the best performance in meeting the sales targets. The first winners were the South-West Region. Distribution Division sales staff manned an exhibition stand organised for one evening only at William Dibbens Limited of Southampton, almost 4,000 people attended.

Allweather Evode Paints Limited report that the Department of the Environment have confirmed a contract for the re-painting of gritters and snowploughs during Spring, 1972 and the same department has approved the bridge painting specification put forward by A.E.P.

British Rail have renewed their annual contract for several paint products including the chlorinated rubber materials Thioxchlor and Pitan, and the N.C.D. have also renewed their annual contract.

The Architects and Engineers Service Division have, through Mr. E.M. Welsh, developed a new drain joint system which would create further demand for Flashband, Baffle Strip and other Evomastic products. The building in question is a development project for the Norwich Union Insurance Company and is to be constructed in Newcastle upon Tyne. In the very near future we hope to be able to circulate to those

interested details and designs for the use of these products when final details have been concluded from the trial rigs.

### **EXPORT NEWS**

Mr. S.B. Knowlden reports from his recent visit to Libya and Malta: Business has expanded once more in Malta in adhesives but the recent NATO crisis may upset this increase in sale of British goods. Libya is settling down again after change of Government and many new projects are being designed for immediate construction. Mr. J.D. Roche just back from the Middle East reports expanding business in Dubai, Saudi Arabia and particularly the Yeman, the latter country which has been visited for the first time, raised considerable interest.

Individual orders include :

A substantial order for Thermaflo 0-ROD from the Bata Shoe Company, Singapore.

Almost £3,000 worth of Evo-Stik products for Kuwait.

The Roofing System and Flashband will be used on the new Qatar T.V. Station.

Six-thousand cartridges of GX-5 have been shipped to Singapore in one consignment.

Allweather Evode Paints report useful export orders from Finland, Kuwait, South Africa, Hong Kong, Iran, Sierra Leone and Seychelles.

### **RETIREMENT of MRS. WEAVER**

After almost 15 years Mrs. A.L. 'Bette' Weaver retired on December 23<sup>rd</sup>, 1971 from service with Evode Limited, where she had most creditably been in charge of the Filing Room, and also of young ladies who wanted to make office work their career, and advanced to positions of that type from Mrs. Weaver's initial care.

A presentation of a watch, fruit and flowers, proceeds of a collection, was made to Mrs. Weaver by Mr. J.J.E. Forman in the presence of Mr. B.I. Liss and some of Mrs. Weaver's many friends and colleagues.

### **ITEMS FROM VIK**

A new Vik Sales Administration Office will be opened in Rushden by the end of the month. The address of this office is .-

VIK SUPPLIES LIMITED, 184 CROMWELL ROAD, RUSHDEN, NORTHANTS.

Telephone numbers not yet known.

Mr. V. Vohralik, Managing Director of Vik Supplies Limited, informs us that the name 'VIK' will be 50 years old in 1972.

# **EVODE NEWS CIRCULAR**

## **ISSUE 44 - FEBRUARY, 1972**

**MR. K.J.C. DAVIES FOR U.S.A. FLASHBAND ASSIGNMENT**



Mr. K.J.C. Davies, the Sales Manager of the Distribution Division, has agreed to carry out an assignment intended to establish sales of Flashband in the U.S.A.

Ercona Adhesives, our associates in Canada, have a licence for Evode products which covers the U.S.A. as well as Canada but it has now been agreed with them that Flashband sales in the U.S.A. will be developed initially by Evode. We believe that sales of this product should be established in that market whilst the product is still unique.

This assignment for Mr. Davies will commence at the end of April and is expected to cover several months and arrangements are being made within the Distribution Division for its management during the temporary absence of Mr. Davies. In fact the present South-West

Regional Manager, Mr. P.L.C.H. Richards will be the gentleman who will step into this breach and at the same time continue to run the South-West region.

## **OTHER EXPORT NEWS**

Mr. S.B. Knowlden leaves during February for a sales tour of Ethiopia, Kenya, Uganda, Tanzania and West Africa. At the end of January, Mr. J.D. Roche started his present sales tour of the Middle East including Egypt, Jordan, Cyprus and Greece.

Several other overseas visits are reported by Cox & Wright, where Mr. M.E.J. Wright visited Italy, Mr. L. Mikolajewicz visited France to install H.F. machinery and Mr. W.T. Clifton visited Poland in connection with the negotiation of a contract.

## **VISITORS TO EVODE**

Recent visitors to the Company included Mr. Russell from our agents Harrison & Crossfield in Borneo. Mr. Reed representing a possible agent in Hong Kong and Mr. A. Roumani from Iraq.

Mr. Roumani also visited Allweather Evode Paints as did Mr. H. Royle of Canada, Mr. A. Murmidonis of Cyprus and Mr. M. Michaelides of Greece.

## **SALES NEWS FROM THE INDUSTRIAL DIVISION**

Hygena of Liverpool have given a contract for Thermaflo of approximately 40-tons a year. Portakabin of York have given us a contract order for adhesives, Flashband etc., to the approximate value of £17,000. Crossley Carpets of Halifax have placed an order for 150,000-yards of the recently launched carpet bonding tape "SILVERSEAM".

The Daily Mirror now use Evo-Stik 6455 Splicing Adhesive on their newspapers, which means that practically every news-paper in Fleet Street now uses this adhesive.

## **ALLWEATHER EVODE PAINTS**

A.E.P. report export orders from Malta, Cyprus and Portugal and further orders from British Rail for Primers for steel-work maintenance.

## **EXPORT ORDER FOR FLASHBAND**

An order worth £4,000 has been received from Alumanation Waterproofing (PTY) Limited our South African licensee.

## **FLASHBAND SILVER LINING COMPETITION ENTRIES JUDGED**

The recent press advertising campaign featuring the £550 Evode Flashband Silver Lining Competition was considerably more successful than was first envisaged and a difficult task faced the panel of judges when they met recently at the Royal Garden Hotel in London to decide the winners.

Out of the hundreds of entries received, the judges finally selected five proposals as being of particular merit. Presentation of awards to the outright winner and runner-up will take place at Evode on the 1st March.

Chairman of the panel of judges was Dr. B.S. Jackson and the technical trade press was represented by Mr. C. Sykes, B.A. (Arch), A.R.I.B.A., Editor of the magazine "Building Materials", while Mr. W.H. Wye, F.R.I.B.A., A.M.T.P.I., of Bernard Engle & Partners, a firm of distinguished architects, judged in his capacity as specifier. The viewpoint of the builders' merchant was contributed by Mr. A. Smith, Director of the General Iron Foundry Co., Ltd., and the building user was represented by Mr. N. Fletcher, Director of Publicity for the Taylor Woodrow Group.

## **FLASHBAND NOW "CERTIFIED"**

A record increase in demand is forecast for Flashband following the news that it has been awarded Agreement Certificate No. 72/114. The principal objective of the Agreement Board in issuing the Certificate of approval is to encourage innovation in the

construction industry by providing an independent assessment of products and processes. The Flashband Certificate clearly defines the product's acceptability under the building regulations, and serves as a guide to architects, specifiers and buyers who cannot always find the time to keep themselves abreast of new products and developments.

The Agreement Board, who are based at Hemel Hempstead, Herts, are a member of the European Union of Agreement.

The granting of this Certificate is a powerful aid, and in addition to the home markets, should help to increase the sales in export markets where it is already widely used.

Other pedigrees for Flashband include approval by NHBRC, Department of the Environment and the Greater London Council for specified uses. The product is now poised to break all product growth sales records for any contemporary building product.

### **NEW SILICONE SEALANT FOR EVODE RANGE**

Plans have now been completed for the introduction of two Dow Corning silicone sealants into the Evode range. These two products will be introduced to the sales force at a sales conference to be held on the 28<sup>th</sup> February. More news about this later.

### **EXHIBITIONS AND CONFERENCES**

Evode Industries :report participation in the Irish Caravanning and Mobile Homes Exhibition in Dublin. Apart from the usual interest in the Evo-Stik range of products, there was tremendous interest in Flashband.

Allweather Evode Paints are about to Start a series of anti-corrosion lectures. Many important consulting engineers have accepted the A.F.P. offer to give these lectures in their own offices.

### **ADDITION TO THE EVODE HOLDINGS BOARD**

At a Meeting of the Directors held on Friday, 28<sup>th</sup> January, 1972, Mr. A.H. Simon, B.Sc. (Hons), M.B.A. (U.S.A.) was appointed a Director of the Company.

### **FAREY TAIL ENDING FROM VIK**

The only item of interest reported from Vik this month is that the new Midland Sales Office mentioned in last month's issue of the News Circular is now operational and the telephone number is :

RUSHDEN 56149.

# **EVODE NEWS CIRCULAR**

**ISSUE 45 - MARCH, 1972**

## **COPENHAGEN CONFERENCE CLOBBERS COMPETITION**

Our consumer range of adhesives continues to thrive in a very highly competitive market with Evo-Stik the Brand Leader, Dunlop and Bostik all running spring campaigns. When we launched our campaign at the beginning of February we wished to obtain the co-operation of the largest wholesalers so that their salesforces would actively sell Evo-Stik to the 28,000 retail outlets making up the hard-ware and DIY trade. To this end a special campaign was mounted offering these major distributors an eight month incentive scheme, in return for increased sales and co-operation in our campaign plans. By this means we expect to present the most formidable opposition Dunlop and Bostik have ever encountered.

After the main distributor companies had agreed to co-operate with Evode we invited them to attend our Major Distributors Conference in Copenhagen. Away from the distraction of office and telephone we were able to put over to them in a single week-end all our competitive plans for the current campaign and the ensuing 6 months. These were explained by Ken Davies and Alan Cooper to an enthusiastic audience.

The organisation of the conference has taken up the time of the Marketing Department for the last two weeks, and special credit goes to Ron Binnington who took a van to Copenhagen and completed the final arrangements before the delegates arrived. Ron had many adventures in strange countries but nevertheless succeeded in carrying out the local organisation.

The Evode team agreed that the conference has recruited to the Evo-Stik cause the

largest and most efficient distributor customers and this will have a considerable effect on the competitive battle that is now going on in the market place.

## **GROUP NEWS CIRCULAR SPECIAL ITEM - SILVASEAM**

Silvaseam ® is an electrically activated carpet-joining tape invented and developed in the Evode Adhesive Development Laboratory as a spin-off from a 'hot-melt' programme seeking to improve conventionally activated systems.

The product is a 2" wide composite tape incorporating a glass-fibre reinforcing membrane densely coated with Evo-Stik Thermaflo 7504 and backed with an electrically conductive metal foil. Specially designed mains transformers (240/110 volts) and 12V battery units are used to power the tape which is uniformly activated by the heating effect generated by the passage of suitable high amperage/low voltage electrical energy. Refinements to the activation units were provided by John Crossley Limited, Halifax who have been granted the initial U.K. and World selling rights exclusively (subject to existing licensee agreements). Patents are pending for the tape in the U.K. and many other countries. The system is currently being demonstrated by Crossley's Ltd., at their demonstration centres throughout Great Britain and was featured in the programme 'Tomorrow's World' on B.B.C. television :- a further film has recently been completed for showing to T.V. audiences throughout the World, part of which film is devoted to 'Silvaseam'

Sales prospects for 'Silvaseam' are promising at this time. Projection of present demand suggests sales of one million yards after 12 months rising to eight million yards per



annum after 3 years or so (saturation point for activator unit sales in U.K. is expected around 800 units).

Already 65 activator units have been sold each estimated to require at least 10,000 yards tape per annum.

The tape consumption figures do not include exploitation of markets in Europe, North America and Japan where a good reception for the product is confidently expected.

### **LAUNCH OF NEW SUPAPROOF**

Supaproof was launched last year and immediately established itself in the Evo-Stik range. So as to obtain a greater share of the roofing market, the product has been improved and now has unique advantages over competition. On the 13<sup>th</sup> March the sales force launched the NEW SUPAPROOF, in gel form and reinforced with Mica. This gives the product two advantages over competition and this major marketing campaign will be supported with advertising in the DIY press. Our major customers in Copenhagen were impressed with this product improvement and the majority will be supporting the product in the channels of distribution.

### **VISITORS FROM OVERSEAS**

Mr. Graeme Stead, a Chemist from Elvolac our South African licensee, has spent several weeks with us learning about our products. Mr. Stead also visited Evode Industries in mid—February.

During the 28<sup>th</sup> February to 1<sup>st</sup> March we were visited by Mr. Th.W. Steenvoorden, Mr. Van Walderveen and Mr. Van Gelder to discuss matters relating to Holland and Germany,

Mr. C.L. Radbone, Chairman of Radbone Clark & Co., Ltd., of Nairobi visited us from 1<sup>st</sup> to 3<sup>rd</sup> March for discussions on a limited royalty agreement in Kenya.

Cox & Wright Limited were visited by M. Peaudeau, Manager of the Radyne office in Paris, together with two customers who were very interested in the large area press for the furniture industry.

We were also visited by Mr. W.B. Sinton, Second Secretary (Commercial) at the British Embassy in Prague, the purpose of his visit being to assist us with export business.

Allweather Evode Paints Limited were visited by Mr. V. Frykberg of Oregon Paints Limited their New Zealand licensee.

### **VISITS MADE BY MEMBERS OF THE GROUP**

Mr. J. Cardy, Managing Director of Allweather Evode Paints Limited will visit Venice in March for discussions with a prospective licensee.

Mr. V. Vohralik returned on the 13<sup>th</sup> March from a fortnight's overseas journey which included visiting our licensee in Mexico, Evomex, Ercona Adhesives in Canada as well as the U.S.A.

Dr. H. Simon visited Evode Industries Limited in the Irish Republic and was present for their Annual General Meeting.

### **NEW APPOINTMENTS**

At the Annual General Meeting of Evode Industries Limited three new directors were appointed to the Board. They are :-

Mr. D.R. Burke Mr. T.J. Towmey and Mr. J.E. Reid.

Mr. G.M. Ferguson has been appointed Major Account Manager (Northern) in the Distribution Division. This is a new position in the Division being brought about by a greater proportion of our products going through major National outlets.

Allweather Evode Paints Limited report that Mr. M. Michaelidies of Athens has been appointed as their agent in Greece.

## **EXPORT SALES NEWS**

We have received an order from the Russian State Buying Organisation for 40-tons of Thermaflo 52. The first consignment is on its way in 10-ton capacity containers on the Soviet container vessel Sestroretsk. The total value of the order is £20,000.

From Spun Concrete in South Africa we have received an order for approximately 20 miles of bitumen strip RDM.2233. We have received from our Dutch licensee N.V. Simson an order valued at over £5,000 for Flashband in a special grey finish.

Allweather Evode Paints Limited report orders from the Imperial Iranian Air Force for runway marking paints to the value of almost £20,000.

Mr. S.B. Knowlden recently returned from a sales journey to East Africa and reports an increasing interest in and sales for Flashband and other sealants.

## **HOME SALES ITEMS**

The Industrial Division report an order for 950 gallons of GX-5 from Crane Fruehauf, a contract order for Evo-Stik 5080 and Evo-Stik 863 from British Rail, a Ministry of Defence contract for several Evo-Stik adhesives to a total value of more than £11,000. Jaguar Cars of Coventry are also using Evo-Stik 5655.

## **ITEMS FROM VIK SUPPLIES**

Mr. C.J. Flack negotiated a contract with GUS Footwear for the supply of 2-tons of Thermaflo Hot Melt 13225B for cement lasting.

Mr. R. Ablett negotiated a contract with GUS Footwear for the supply of 100-tons of P.V.C.

Compound. He has also negotiated a contract with Stylo Matchmakers Inter-national Ltd., for 200-tons of P.V.C. for children's wellington boots.

Mr. C. Essam and Mr. C. Carthy report that Bata, Tilbury have approved Thermaflo VSG 72 for cement lasting a range of footwear using "Porvair" upper materials.

Mr. C.W. Cooper and Mr. E.G. Hall report that Eatoughs of Burton-on-Trent have approved our Polyurethane Sole Bonding systems and the factory has now changed over from the B.U. Adhesives. This is a major gain to the Company.

Mr. R.C. Addis reports that Thermaflo Hot Melts continue to gain popularity and Mr. Addis is now supplying one ton per month to Northamptonshire customers.

## **STOP PRESS**

Mr. J. Cardy has just informed us that thanks to a splendid effort by all concerned, particularly those at Gillingham, the large order for the Iranian Air Force has been processed, despatched and paid for within a Week !

# **EVODE NEWS CIRCULAR**

## **ISSUE 46 - APRIL, 1972**

### **EVODE TO FORM NEW EXPORT COMPANY**

As part of forward planning, it has been decided that from the 1<sup>st</sup> October, 1972, the Evode Export Division will be re-formed as Evode (Export) Limited, a new Company with its own Board.

This move emphasizes Evode's intention to expand in World markets. The change from Division to Company will make it easier to control all aspects of the operation and will enable exports to contribute further to the profitability of the Group.

Evode have engaged MSL (Management Consultants) to advise on the appointment of the Managing Director of Evode (Export) Limited. The Managing Director could be appointed from either inside or outside the Company and advertisements will be appearing shortly in the National Press.

If anyone would like further details, they should contact Mr. Barrie Liss.

### **SITE AREA INCREASED**

The Company has purchased an additional 4¼ acres of land bordering the present Stafford site, thus making a total of approximately 26 acres.

### **GOLDING WANTS WATCHING**

Mr. Cyril Golding, a Director of Allweather Evode Paints Limited, was present at a recent Institute of Petroleum "do" where Mr. Anthony Crosland was a speaker. The following was reported in the Evening Telegraph for Wednesday, March 29th.

"A good time

Mr. Anthony Crosland was an amusing entertainer for industrialists at the Institute of Petroleum Humber 'branch's annual "stag do".

But it's lucky that he didn't glance at his watch while telling his jokes.

Courtesy of paint company director Mr. Cyril Golding, of Solihull, Mr. Crosland became a member of a select band.

He was, in fact, Cyril's 2,093rd member of the Lost Watch Circle.

The unsuspecting MP was presented with his watch, together with Mr. Golding's card certifying he had 'been relieved of his wristwatch without prior knowledge - and had it returned - thus qualifying for membership of the Lost Watch Circle.'

It was in keeping with the spirit of a pleasant evening.

Mr. Golding is a member of the institute. But he is also an associate of the Inner Magic Circle, a tribute which I can vouch is richly deserved.

For we cannot laugh too loudly at poor Mr. Crosland. An Evening Telegraph reporter became member 2,902."

### **CONFERENCE IN FINLAND**

Mr. W.J. Langford spent the week beginning 10<sup>th</sup> April with Messrs. Valke our Finnish associates where a mini conference of Evode's European associates had been organised.

### **VISITORS TO THE COMPANY**

Cox & Wright Limited report that they have been visited by representatives from the Fiat Company to discuss a project which would involve a large cutting press, the Bella Shoe Company of Teheran and Mr. R.P. Turner of Watson & Company, South Africa.

They also report that Mr. John Watts visited South Africa with reference to Floform installations.

### **NEW APPOINTMENT**

Mrs. P.A. Robinson has been appointed Secretary to Dr. H. Simon.

### **NEWS FROM THE SALES FRONT**

You have probably all seen something on the Notice Boards about the "Formica" launch. This is worth looking at again. The old-timers will remember our original successful association with Formica and it seems that the wheel of fate has turned a full circle.

Allweather Evode Paints Limited report that Thioxchlor has been specified for P.L.A. container cranes at Tilbury and that there have been further useful export orders from Iran and other parts of the Middle East.

The Industrial Division reports that we have successfully negotiated a contract with Bowater Scott for the supply of Evo-Stik 5235, a new product developed by Mr. Peter Ghaut of the Industrial Products Laboratory. This is worth approximately £10,000 per annum.

Amongst other interesting items, L.W. Oldfield of London are ordering 5695 Clear for the seats in the new Ford Granada. British Steel Corporation have ordered 3-tons of 6820, and we have a running contract for black rubber resin cement with the Ministry of Defence.

### **INTER-DEPARTMENTAL DARTS COMPETITION**

This has been won by the Incinerator Department, who, in the finals, beat the Work Study Department 2:1.

### **ROLL OF HONOUR**

Mr. Bert Puplett the Works Director of Allweather Evode Paints Limited, completed on the 13<sup>th</sup> April, 1972 25 years service with the Company and its predecessor Allweather Paints Limited.

Not to be out-done, the Managing Director of Allweather Evode Paints Limited, Mr. Jack Cardy, has also completed 25 years service, his anniversary being on 6<sup>th</sup> April, 1972.

# **EVODE NEWS CIRCULAR**

## **ISSUE 47 - MAY, 1972**

### **BRITISH SAFETY COUNCIL AWARD FOR ALLWEATHER EVODE PAINTS LIMITED**

Medway is officially one of the safest areas in Britain to work in according to the British Safety Council. The Council, which has just announced its safety awards for 1971, has given awards to six Medway firms who now join the very few companies throughout Britain who qualify to fly the British Safety Council's green and white safety flag by having a lower accident rate for the national average for their particular industry.

At Gillingham, Allweather Evode Paints who have been manufacturing industrial finishes at their Beechings Way factory for the past fifteen years, have won one of these coveted flags.

Works Manager Mr. A.W. Hughes referred to the fire hazard as the Company's main problem and the co-operation of all employees as a main defence against this hazard.

### **FURTHER NEWS FROM ALLWEATHER EVODE PAINTS LIMITED**

To show that safe activity does not mean slow activity the following items are extracted from recent sales. The Company's products have been ordered by the British Steel Corporation for Thetford Railway Bridge. Rolls Royce have ordered Pitakote concrete floor paint for their Nuclear Department. Hundreds of gallons of Bitugel have been ordered for the cooling towers at Meaford Power Station. Plymouth Corporation have ordered £1,000 worth of Pitakote Hi-Build for a sea water swimming pool and Thixochlor has been used to protect 22 rail wagons carrying phosphoric acid for Albright & Wilson Ltd.

### **VISITS and VISITORS**

Dr. H. Simon visited Evode Industries, Dublin on the 25<sup>th</sup> and 26<sup>th</sup> April, and during the 1<sup>st</sup> to 4<sup>th</sup> May he was in Barcelona and Madrid visiting our adhesives licensee in Madrid and prospective mastics licensee in Barcelona.

We were visited by Mr. J.E. Reid of Evode Industries early in May and we expect a visit from Mr. Art Gee from our associates in Canada during the latter part of May, and we also hope for visitors in June from our Spanish adhesives licensee Industrias Seloc.

Mr. W.T. Clifton of Cox & Wright Limited recently left for an extended tour of the Far East and Australia. During the visit to Japan an exhibition is being staged showing mainly the machines for Floform work.

As legislation for entry into the E.E.C. progresses, Mr. S.B. Knowlden and Mr. J.D. Roche are looking towards Europe for increased exports of products not currently manufactured by our associates in that area. Territories already being investigated include France, Finland and Norway.

The change of agency arrangements for Bahrain are complete and further expansion of business in that area is being investigated.

### **NEWS FROM EVODE SALES FORCES**

The Distribution Division sales force has taken part in fifteen exhibitions and trade evenings during April which has resulted in a great number of builders using Evode products for the first time.

The Distribution Division Challenge Trophy has been fought for once again and the South-Western Region remain the holders of

the Trophy, having put up the best performance against target for the last half year once again.

there is an order from Bata for 1,000-lbs. of Thermaflo 0-Rod.

There has been an order from C.O.D. Bicester for 12,000 pints of Evo-Stik 528 to specification. Hygena have now increased their order for Thermaflo to over 1,500 lbs. per week.

Storeys of Lancaster have ordered 450 gallons of Evo-Stik 8810 with Accelerator DF.

### **EVODE "25" CLUB**

Twenty-five members and guests attended the Eighth Annual Dinner at Clayton Lodge on Saturday, 29<sup>th</sup> April. All the existing members were presented with an inscribed Scroll by Dr. H. Simon, President of the Club. Dr. H. Simon welcomed Miss Margaret Alldiss (VIK Supplies) as a new member and made a presentation of the Club gold badge and canteen of cutlery. Mr. Godfrey Bostock was welcomed into the Club by the Chairman who referred to the long association that existed between Mr. G. Bostock and Evode Limited. Dr. H. Simon also welcomed a newly elected Honorary Member - Mr. F.B. Lynch of Evode Industries Limited, Swords, who joined the Lotus/VIK Organisation in 1949 as a Management Trainee and then Evode Industries in Ireland in 1955. Another new member who has completed 25 years service with the Company is Mr. A. Keeler who through being unable to attend the Dinner will receive his presentation at a later date.

### **ITEMS FROM VIK SUPPLIES**

Alphabetically speaking VIK are last again but report that a large contract for Vikform Stiffeners worth over £18,000 per year has been negotiated with S. Edge & Son Limited of Bilston by Mr. C.W. Cooper.

Essex Commercial Enterprises are to offer a full range of Evacor and Thermaflo products to Bata factories throughout the world, and

# **EVODE NEWS CIRCULAR**

## **ISSUE 48 - JUNE, 1972 EDITORIAL**

As the Editor is on holiday the task of compiling the News Circular rests with the Assistant Editor once again so please forgive any errors or omissions.

### **VISITS and VISITORS**

Dr. H. Simon visited Israel on 23<sup>rd</sup> - 25<sup>th</sup> May, 1972.

Mr. W.J. Langford will be visiting Holland during June for one week.

Vik Supplies Ltd., were visited by Mr. K. Watkins of Mushim & Miller to discuss new developments in the Australian markets.

Allweather Evode Paints Ltd., were visited by Mr. Reg Roseman from South Africa.

Cox & Wright report that they were visited by Mr. R. Harriss of International Advisory Service, U.S.A., Mr. Meyer of Jack & Jill Shoe Corporation, South Africa, two visitors from Gustav Hoffman, Germany and Mr. Khrono of Kronies Footwear, South Africa, all interested in Floform work, and we are informed that very good response was received.

### **NEW APPOINTMENTS**

Mr. B.C. Preece has been appointed to the Board of Vik Supplies Limited.

Mr. David Hill has been appointed Vik Supplies Factory Manager.

Mr. G.M. Moore has been appointed Assistant Sales Manager (Administration).

Mr. J. Baxter joins Allweather Evode Paints Limited this month to cover the South West Country and South Wales as Area Manager. Mr. Baxter has had many years experience in the paint trade with Walpamur.

### **EXHIBITIONS and CONFERENCES**

Cox & Wright Ltd., report the following :-

Mr. W.T. Clifton has visited Singapore and Hong Kong prior to going to Japan for the exhibition at present taking place of Cox & Wright machinery. After the exhibition Mr. Clifton will proceed to Australia before returning home.

Mr. J. Watts is at present attending the exhibition in Japan and will stay on in Japan when the exhibition closes for installation work on H.F. machines.

Mr. L. Mikolajewicz has just returned from Poland and the DDR where he has been installing H.F. machines and shortly leaves again for Poland for the Poznan International Machinery Exhibition.

Mr. L. Beraud, the French agent of Cox & Wright Ltd., will be representing them at the SATRA Conference being held at Evian, where he will lecture on Floform work in the absence of Mr. M.E.J. Wright.

Mr. V. Vohralik and Mr. H.J. Chard attended the International Rubber Conference in Brighton on 17<sup>th</sup> and 18<sup>th</sup> May.

### **NEWS FROM THE SALES FORCES**

On the export front Allweather Evode Paints Ltd., report orders from Abu Dhabi, the Middle East and Nigeria.

We have received an order for 10-tons of polyamide from International Shoe Machinery Co., Pirmasens, West Germany.

Amongst many interesting items on the home sales front Allweather Evode report the following :

An order worth over £700 from John Player's for Flame Retardant Enamels and Emulsions.

British Steel Corporation, Scotland have ordered over £200 worth of Evotect for use over old black bituminous paint. They are very enthusiastic about this product and larger orders for Evotect are in the pipe-line.

Sanitas will be using over £1,000 worth of Pitakote Hi-Build on walls and ceilings of their London factory, and a part order for £16,500 worth of the same product has been placed by Andre Rubber this business being gained against competition with standard epoxy enamels and the attractions were fewer coats, less handling and higher film builds.

Evophoss, Thioxochlor and Pitan/Evodyne CRP have been ordered (value £1,600) for Norfolk Bridge at Shoreham, Sussex.

Other interesting items from the Sales Forces include :-

An order for 10,000 gallons of Fibrous Emulsion to Aquakote Ltd., for use at Manchester Airport.

20,000 sq. yds. of Membrane 'P' to Roofing manufacturing Co., for use at British Steel Corporation and 20,000 sq. yds. of the same material for Veitchi Ltd., of London.

Duple Coach Builders of Blackpool have a contract order for 50 gross G.P. Natural plus 6 air operated guns. We also have a contract order from the 'News of the World' for 500 gallons of 6455.

Pickford Holland, Sheffield have ordered 600 lbs. of Thermaflo 7505.

British Rail, Derby have ordered 400 gallons of 5390H, and

10,000 litres of Evocure have been supplied to Taylor Woodrow Ltd., for use at Eagle Centre, Derby.

### **ITEMS FROM VIK SUPPLIES LTD.**

Installation of toe puff plant by our Italian Licensees Fratelli Zucchini has now been completed and the first production run is to be arranged shortly. Mr. G.F. Matthews will be assisting Zucchini's in the initial stages.

Lotus Ltd., have transferred their Injection Moulding Plant from Northern Ireland to Northampton. They will use Thermaflo PVC Compound and Evo-Stik Polyurethane Injection Moulding Primer in this production,

Mr. C.W. Webb has been elected as a member of the SATRA Technical Services Committee.

### **POLICE HOT ON THE TRAIL OF FLASHBAND**

Surrey Police telephoned Evode to advise that a burglar was using Flashband on windows as an aid in breaking glass. This, of course, is only one of the many uses for this very versatile product.



# EVODE NEWS CIRCULAR

ISSUE 49 - JULY, 1972

## NOT ONLY HERE FOR THE BEER

**By GORDON B. BARRETT  
CONSULTANT, ARCHITECTS &  
ENGINEERS SERVICE DIVISION**

The first brewery in Europe for Carlsberg in Copenhagen is a joint venture with Watney Mann to construct and operate a brewery in the town of Northampton. The project is in two stages and the initial installation should produce one million hectolitres of beer per annum. On completion of the second stage the output will be doubled.

The site is bounded by the River Nene which is being re-channelled and the building will stand on ground of approximately 36,590 sq m in the precinct of the existing Watney Mann Brewery.

The Architects are Messrs. Knud Munk of Copenhagen and the Consulting Engineers for civil engineering and services are Ove Arup and Partners.

The estimated cost of the project is £12 m. Apart from the ancillary buildings the major building consists of an Energy Centre and Brewhouse, Fermenting Cellar and Bottling Hall with general engineering facilities constructed as one unit approximately 195 m long and 70 m wide.

Our interests are mainly in the roof and precast concrete hip plate system for the low rise and a folded plate over the high rise portion which is cast in situ.

We have for many years been pressing Ove Arup and Partners to consider the services of our Contracts Department for roof waterproofing. This was not readily accepted

as their standards had been built on traditional felt or asphalt finishes. About three years ago, however, we did prepare documents presenting our entire roof waterproofing system and services for consideration by the Standards Department. Inspection of several roofs resulted in Evode receiving a tender for quite a large contract in the Oxfordshire area. In this particular instance we were unsuccessful both in the acceptance of our scheme and the estimated cost of the work in question.

The Carlsberg roof is ideally suited to our materials and provided a good sales story. After many protracted meetings with the Engineers and Architects, Ove Arup finally decided that they would support the Evode scheme and recommended it to the Danish Architects for their final approval. Eventually final negotiations were conducted at the Architects, Knud Munk in Copenhagen finalising details and acceptance of the work.

This is a 'managed' contract by Wimpey and Evode will be acting as main contractors for the supply and fix of vapour barriers, roof insulation, underlay and full treatment finished in a colour to be selected at a later date. We are also responsible for sub-contractors laying screeds to fall where necessary and the supply and fixing of domed roof lights. The total value to Evode Limited of Phase I is in the region of £140,000.

We all hope that apart from being a very profitable contract for the Company, it will also provide excellent prestige through anticipated P.R. activities. We certainly believe that the excellent relationship which has ensued with Ove Arup and Partners and which is now being maintained will prove to be the commencement of more big business

from these very influential International engineers and architects.

### **KEEPING THEIR COOL AT MEAFORD**

Meaford Cooling Towers (C.E.G.B.). Approximately 10 years ago the C.E.G.B. looked into the question of protecting the concrete shell support legs of cooling towers against erosion and corrosion on stations having sulphate or other contaminants in the 'make up' water. The nature of these towers produces drenching conditions in the area of the legs thus causing continuous erosion. This results in the concrete spalling and exposing the reinforcement in places, thereby weakening the legs on which the whole structure stands. At Meaford it was decided to protect the legs against such conditions by applying a primer of 505 VW and two coats of Bitugel.

Over the years, this has stood remarkably well and following a programme initiated two years ago, it was decided to repaint the five tower legs again using the same system.

Cooling Towers are large structures and offer a good potential for us. Each tower at Meaford has some 4,500 sq. yds. of painting and resulted in the use of many hundreds of gallons of Bitugel.

Similar applications were completed on four new cooling towers at Rugeley B when the station completed building last year and the results are excellent.

We have in this issue the unusual event of a third editorial leader, which is :

### **SELLOTAPE PRODUCTS LIMITED TO MARKET EVO-STIK**

An Agreement, whereby Sellotape Products Limited, a member of the Dickinson Robinson Group of Companies, will market Evo-Stik adhesives to the stationery trade in the United Kingdom, has just been announced by D.R.G. and Evode Holdings.

This move has obvious advantages to both the trade and the consumer. Both "Evo-Stik" and "Sellotape" brands are leaders in their field and the strength of each Company in their respective retail markets makes a firm base for sales expansion.

Sellotape Products Limited will be distributing to the stationery trade the established Evo-Stik products :-

EVO-STIK 'IMPACT' ADHESIVE, EVO-STIK CLEAR ADHESIVE, EVO-STIK TIGER GLUE and will be launching Evo-Stik's new product - EVO-STIK GLUECRAFT.

Gluecraft will only be available from Sellotape Products Limited and has been specifically designed for the stationery market. The product is a crystal clear adhesive for sticking paper and board with a very great strength of bond.

### **OVERSEAS NEWS and VISITORS**

Following a 2/3 weeks sales tour, Mr. S.B. Knowlden reports tremendous interest in Flashband from Norway, Sweden, Denmark and Finland. Orders for both the aluminium and grey finished product have been placed.

Mr. Clifton from Cox & Wright has now returned after a successful tour of the Far East and Australia.

Mr. M.E.J. Wright and Mr. Mikolajewicz from the same company, who had been in attendance at the Poznan International Machinery Exhibition, felt that this was most worthwhile. Mr. Mikolajewicz is at present in the DDR on installation of R.F. machinery.

Mr. C.E. Webb attended an International Conference at Evian.

We were visited by Mr. Peter Clayton of our agents in Nigeria, Ghana and Sierra Leone and Mr. Parker of our agents in Sierra Leone.

We were also visited by Mr. Lechner and Mr. Keijzer from our Dutch Licensee Simson.

Mr. Lynch, Mr. Twomey and Mr. Carrell from Evode Industries, these gentlemen also visited Vik Supplies new offices at Rushden.

Mr. C.K.S. Kodi, Managing Director of Roofs and Services Supplies Ltd., Ghana.

Cox & Wright Limited were visited by Mr. H. Brunner their agent in Sweden.

Mr. R. Eckstein of Jaguar Shoes, South Africa, (interested in Floform), and two parties of visitors from Mexico.

### **FURTHER ITEMS FROM THE SALES FRONT**

The Building Division say that they have sold 20-tons of SPK/1 and a thousand gallons of Evoseal 202 to Boythorpe Cropstores who supply and erect silos. They also tell us that we have received the first call-off of an order from Veitchi (Eng) Limited of Cannock for a special treatment to multi-storey car parks. The whole order will involve 34,000 sq. yds. of roof waterproofing and over 27,000 gallons of Evascon.

The Industrial Sales Division tell us that they have new contract orders for Evo-Stik 613 totalling almost 400 gallons per month, an order from Neolith of Newcastle-upon-Tyne totalling 16-tons of RDB.4504 and an order for more than £2,000 worth of Flashband from Powermatic. The 613 contracts were both from the motor industry, Gilbern Cars of South Wales and Guy Motors Wolverhampton. Neolith make wood wool slabs which shows the spread of industry that this sales force covers.

There are several other items of interest from Allweather Evode Paints Limited :-

Evo-Zin and two coats Thixochlor have been specified for Hinckley U.D.C. - Sketchley Sewage Disposal Works steelwork through

the Consulting Engineers, A.H.S. Waters and Partners of Birmingham.

Staffordshire C.C. Pitalac Wood Lacquer specified for 6 school floors as a result of very successful application at Girls High School.

Bitugel, Evophoss and Thixochlor will be used on Cannon Street Bridge, spanning the River Thames. Specified by British Rail, Southern Region.

# **EVODE NEWS CIRCULAR**

## **ISSUE 50 - AUGUST, 1972**

### **NEW COMPUTER FOR SPEED ORDERS**

The Company has taken delivery in July 1972 of an I.C.L. 1902A computer system. This supersedes the 1901A and the 1004 and is a multiprogramming machine which can handle several jobs at the same time.

This will give us the scope to introduce more computerised systems within our present working framework. The most notable system yet to be introduced will be the VISUAL DISPLAY UNIT Order Handling system which is scheduled to start in May 1973. Customers' orders will be entered directly into the computer via a TV screen (VISUAL DISPLAY UNIT).

Further details will be circulated nearer the implementation time.

Anyone interested in seeing the 1902A should contact either Mr. J. Baldock or Mr. E. Horton, as access to the computer room is restricted to authorised personnel only.

### **NEW APPOINTMENTS**

We are pleased to advise that as from 1<sup>st</sup> August, Mr. G.D. Williams will be appointed Regional Manager, (South East Region) of the Distribution Division. Mr. Williams joined the Company in November 1960, as a Representative In the Merchant Division, and became Major Accounts Manager in the Distribution Division in December 1970.

We are sure that you will join with us in wishing Mr. Williams continuing success in his new position.

Mr. R.G. Cole has been appointed Market Research Officer.

Mr. J.G., Jones has been appointed Sports & Social Club Organiser. As a matter of interest,

a six-a-side cricket knock-out has been organised for 20<sup>th</sup> August at two o'clock and a trip is proposed later in August to Twycross Zoo for Club Members and children.

Miss M. Hodgson has been appointed Librarian.

### **STAFFORD RANGERS**

Because his frequent absence from Stafford meant that he could not do justice to position, Dr. Simon withdrew from re-election as President at the Club A.C.M. in July.

Mr. S.B. Knowlden has just returned from a sales tour of several African countries and Mr. A.H. Simon has recently returned from a visit to Nigeria, made to study the market there for Evode products

On 25<sup>th</sup> to 27<sup>th</sup> July we were visited by Mr. Th.W. Steenvoorden from our Dutch licensee Sirnson

### **SALES NEWS**

The following interesting items have been reported by the Sales Departments :-

Flashband is being used on the new vast sports stadium in Lagos, Nigeria for the 1970 Pan African Games.

Armonide Colne have placed on order for 1-ton of Thormaflo 8702 per week.

Crossley Carpets of Halifax have ordered 150,000 yards of Silveseam.

Swan Hunter of Wallsend have used a wide range of Evode products in the building of the Norwegian liner "Vista Fjord". Details are as follows:- 873 Super, Contract, Grade, 613, 168, 8428, Twinstik, Monopol, Flamseal,

Chromastic, G.P. Mastic, 707 Strip, Dow  
Corning Silicone 781 and Evo-Stik Clear.

New Vik Hot Melt Coating on puffs has been approved by British Shoe Corporation, C. & J. Clarke and G.B. Britton. It gives exceptionally good results on Porvain.

Evacor have received a repeat order for 1322  
From Germany,

### **POET'S CORNER**

During the holiday season Representative Mr. L. Ramsey received a letter with the following verse from his customer Belmont Roofing (Hull) Ltd.

"Oh! Mr. Ramsey we don't know what to do  
Peter's gone on holiday and we think we need  
some goo  
We don't know what to order, we haven't got  
a clue  
Please ring us urgently because we think you  
do."

In spite of the absence of Peter, who normally dealt with the ordering, this verse brought with it an order for 450 gallons of Paste I.

# **EVODE NEWS CIRCULAR**

## **ISSUE 51 - SEPTEMBER, 1972**

### **ITEMS OF GENERAL INTEREST**

Evode Ladies Darts Team played Monks & Crane ladies on a two match basis at the Club Room, Mount Street. In the first match the result was 4.4 and in the second match Evode came out on top with a 5.3 victory.

Inter Department Cricket was due to be played on the 20<sup>th</sup> August, but rain stopped play. This competition will now take place at Rowley Park on the 17<sup>th</sup> September, 1972.

Congratulations to Mr. P.L. Brook on passing the finals of the Institute of Marketing Examinations.

### **NEW APPOINTMENTS**

Mr. C.H. Goodley has been appointed Contract Division representative for North Yorkshire and Co. Durham.

Mr. R. Bedford has been appointed Contract Division representative for the West and East Ridings of Yorkshire. Both joined the Company on 1<sup>st</sup> August, 1972.

### **VISITS and VISITORS**

On Thursday, 31<sup>st</sup> August we were visited by 18 members of the Permanent Way Institution, Manchester. Fourteen of the party were Civil Engineers responsible for specifying products on British Rail projects in the Manchester and Crewe area. The Regional Chief Civil Engineer of Manchester expressed the opinion that the visit had been extremely instructive and that in his opinion they were returning to work with a far better image of Evode.

On 1<sup>st</sup> September we were visited by Mr. R.T. Swift and Mr. J.J. Cribbin of ONWARD (Organisation of North, Western Authorities

for Rationalised Design). The prime purpose of this visit was to discuss and examine uses of Flashband.

The Company was visited by Mr. Nilender P. Punj of Lloyd Bitumen Products Limited, India, on Saturday, 19th August, 1972.

Cox & Wright Limited were visited by Mr. Hoffbaard, Development Manager of one of the largest shoe factories in Denmark.

Mr. Hugh May of the J. Robbins Group, Australia.

Mr. A.P. Cardwell of R. Faulks, Durban, South Africa, all of whom were interested in Floform and R.F. Application.

Mr. R. Pinnock from Cox & Wright visited Finland and Sweden regarding R.F. Installations.

Cox & Wright are involved in quite a number of exhibitions at the present time and the following personnel are in attendance :

Mr. M.E.J. Wright; Mr. J.D. Watts and Mr. R. Cosford at the Semaine du Cuir in Paris.

Mr. W.T. Clifton and Mr. L. Mikolajewicz at the Leipzig Autumn Fair.

Mr. J. Morrison at the International Footwear and Allied Industries Fair at Elda, Spain. Mr. J. Keys at the International Footwear and Leather Goods Exhibition in Milan.

### **NEWS FROM THE SALES FRONT**

We have received an order from Australia for 30,000 assorted rolls of Flashband, the value of this order being nearly £22,000.

We have received a £12,000 order for Bell Miller Ltd., Glasgow for use at Bass Charington Brewery, Runcorn.

R. Coggins, manufacturers of industrial and sports footwear have placed a contract order for £40,000 worth of Thermaflo P.V.C. granules, and Mobbs Miller, a subsidiary of British United, have placed an initial order for £2,000 worth of Thermaflo P.V.C. compound.

**The following interesting orders have been reported by Allweather Evode Paints Ltd.**

A further order for £1,100 worth of Thixochlor received for Admiralty Testing Tank at Teddington.

£2,000 order received for Evophoss and Bitugel for the painting of the Wearmouth Bridge, Sunderland.

City Meat Wholesalers of Ellesmere, Shropshire chose Pitakote Hi-Build and Pitakote Standard for their Abattoir. Value of order over £700.

#### **NEWS FROM VIK SUPPLIES LIMITED**

Mr. R.C. Addis has successfully introduced Thermeflo 10 and 14 to six Northamptonshire Factories , and Mr. D. Isherwood has obtained a large weekly order for Superinkflex Toe Puff's.

**EVODE NEWS CIRCULAR**  
**ISSUE 52 - OCTOBER, 1972**

# With National Sales Conference Supplement

## **BUILDING WORK AT STAFFORD**

Work is in progress on a 1300 square feet extension to the bitumen emulsion's plant which will join the existing plant to the neighbouring building where Flashband is made. A new roadway to the bitumens department from the latex house replaces the old road which disappears under this scheme.

Work has also begun on a new building chemicals store to the east of the old hangar. This building will have a floor area of 9600 square feet and will be capable of extension to over twice this area when the hangar is demolished.

The old brick chimney, disused since the boilers were moved in 1969, is being demolished. It will yield an estimated 900 tons of rubble which will be used to build up the foundations of the chemicals store referred to above.

## **EVODE (EXPORT) LIMITED – A NEW COMPANY**

October 2<sup>nd</sup> saw the start up of activities for Evode (Export) Limited who now have their own letterheads and complete schedule of paperwork and their own system for the preparation and print-out of orders, invoices and other complex export data. Mr. S.B. Knowlden, Sales Manager who is to be a Director of the newly formed company, extends his thanks to all those who gave help

in getting the system running smoothly and up-to-date.

On the export front there has been continued interest in Flashband with further orders from Australia, orders for the grey coloured Flashband in Sweden and Norway and reports of sales interest in the product in Finland following the visit of Mr. K. Palli of our Finnish licensee Valke.

Allweather Evode Paints Limited also report useful export orders from Cyprus, Malta and Abu Dhabi.

## **OTHER SALES ITEMS,**

The Industrial Sales Force report a large order from British Rail, Derby for Evo-Stik 5390H and Allweather Evode Paints Ltd., report another success with British Rail on the waterproofing of bridge decks with our epoxy resin system RDS.3659. The Industrial Division also report the sale of 100 drums of 8414 pipe cladding material to the British Steel Corporation.

Allweather Evode Paints Ltd., have also reported an order value £3,000 from the National Coal Board for the protection of pit head gear etc., with Pitaguard. Allweather Evode also report increasing interest in their Hi-Build protective coatings which provide exceptionally thick films of material. In particular Pitakote Hi-Build was selected by Guildford Corporation for sewage channels and Newton Chambers, Ensecote Division



are using increasing quantities of the Hi-Build pitch epoxy enamel.

### **NEW APPOINTMENTS**

Mr. J.A.S. Bennett has been appointed Sales Development Manager in the Industrial Division with effect from 1<sup>st</sup> October.

Mr. J.W. Worth will succeed Mr. Bennett as North Regional Sales Manager from the same date.

Mr. G. Richardson has been appointed Building Technician in the Building Chemicals & Roof Waterproofing Laboratory.

Allweather Evode Paints tell us that Mr. J. Bartle has been appointed Area Manager for Kent.

### **VISITS to and FROM**

Dr. H. Simon visited France on the 11<sup>th</sup> September, Evode Industries in Ireland on the 18<sup>th</sup>/19<sup>th</sup> September and our Dutch license. Simson at Waalwijk on the 25<sup>th</sup> September.

Mr. Reg Roseman from Alumanation, South Africa visited Allweather Evode Paints Ltd.

We were visited on the 25<sup>th</sup> to 27<sup>th</sup> September by Mr. K. Pali of Valke our Finnish licensee.

### **VIK SUPPLIES LIMITED**

Mr. B.C. Preece, Director gave a lecture at an International Conference in London organised by SATRA, the Shoe Research Association. The lecture was given on Tuesday, 26<sup>th</sup> September and was entitled "The Manufacture, Testing and Wear Performance of Toe Puffs and Stiffeners".

### **LOUIS HOLT (CHEMICALS) LIMITED**

Evode Holdings Limited have acquired the share capital of Louis Holt (Chemicals)

Limited who manufacture products similar to some of those produced by Vik Supplies Limited. This means that our market share in the field of footwear components will be increased and we shall be in an excellent position to exploit future export opportunities.

### **NATIONAL SALES CONFERENCE**

The National Sales Conference of the Evode Sales Forces took place at the Birmingham Airport Hotel on Friday, 29<sup>th</sup> September. It has been referred to as the first National Sales Conference although I would imagine that there are quite a few of us who can remember occasions quite a long time ago when the whole of the Evode Sales Force was gathered under one roof. However, in those days it was easier to find a roof to cover the whole of the Evode Sales Force and this was certainly the first conference in the history of the Company held under a consolidated sales management, the conference being chaired by our General Sales Manager Mr. A.A.R. Cobbold.

The morning was divided into divisional working sessions.

### **INDUSTRIAL DIVISION SALES CONFERENCE**

The main items discussed were :-

1. The introduction of the Van Seal range of mastics for use in caravan construction,
2. A Teach-In on Hot Melt Sales Presentation by Mr. J.A.S. Bennett and Mr. A.J. Turner.

### **DISTRIBUTION DIVISION SALES CONFERENCE**

The main feature here was the launch of a range of Evo-Stik tapes. Whilst the stationery trade is dominated by Sellotape and would be very difficult to enter, only 46% of hardware outlets stock tapes, and furthermore, there is no particular brand controlling this part of the

market. Because of this absence of "brand loyalty" on the part of the purchaser, our products will sell if we can get them on display in retail outlets.

## **BUILDING DIVISION SALES CONFERENCE**

The re-organisation of the structure of this division was explained. The division is now sub-divided into the Building Products Division selling all materials and Mastic Contracts and the Roof Waterproofing Contracts Division selling roof water-proofing contracts and roofing materials to independent contractors.

The two sub-divisions were then given technical and selling training with regard to the products that were to receive immediate sales attention and the Building Products Division also received information about our new waterbar product EVOKE ANCHORBAR.

## **NATIONAL SALES CONFERENCE AFTERNOON and EVENING , FRIDAY, 29<sup>th</sup> SEPTEMBER**

Your reporter was present at the whole of the afternoon session, which was under the chairmanship of Mr. A.A.R. Cobbold, General Sales Manager. The theme set for the conference was :-

### **"EVOKE IN SEARCH OF SUCCESS"**

and the setting of this theme was somewhat more elaborate than that provided at previous conferences.

There were a series of speakers who addressed the audience to the theme of success at Evode, the speakers being drawn from different departments of the Company's Head Office, including Laboratory, Sales Management and Data Processing. There was also a guest speaker, Mr. Colin Grout

who discussed the importance of the salesman's position in society.

The lecture room was in darkness except for a spot-light on to the chairman and the individual speakers walked to the lecture stand in darkness whilst they were being introduced to the audience by the chairman then the spot-light was switched to the speaker who proceeded to give his talk, the process of cueing, operating the lights and the tabs for the projection screen were all stage managed by Mr. A.J. Carwardino and Mr. V.C. Weaver and the afternoon's presentations went very smoothly indeed. The concluding item for the afternoon was a short film on the art of salesmanship demonstrating how greater success can be obtained by the ability to observe one's own "sales approach" and criticise it constructively.

The sales conference itself was closed by a dinner at the hotel at which the meeting was joined by Dr. H. Simon and other Directors of the Company. A brief after-dinner speech was given by Mr. J. Rycroft with a response by Dr. Simon, and after this the evening was brought to a conclusion with a short cabaret by two artists, one being a conjurer/comedian and the other a Tahitian girl who danced top-less. The audience were greatly entertained by this first-class pair.

## **MEANWHILE BACK AT STAFFORD**

Shortly after the National Sales Conference we were visited by the Guildford Section of the Permanent Way Institution, and in a letter from the Section Secretary after the visit the following message was included :

"It was, indeed, a most interesting visit and to those of us who have used your products it was quite a revelation to see the raw materials being turned into the finished article. Without doubt it was a 'red letter' day by any standard whilst the gifts and hospitality will remind us of the time and effort put forth for our entertainment.

Perhaps, therefore, when convenient, you will convey this message of appreciation for the enterprising and professional manner in which you 'put it over'."

' The same expression - "enterprising and professional manner" - certainly applies to the presentation of the National Sales Conference as well.

### **SPORTS and SOCIAL CLUB NEWS**

On September 17<sup>th</sup> the Inter Departmental Cricket Knockout took place, but due to holidays etc., there was only one match played, this being a 14-a-side, Offices v Factory, which the Factory won by 20 runs.

The Ladies Darts Team continued their run of success with 2 games against the ladies from the North End Club. They won the first 6 - 4 and the second game resulted in a draw 5 - 5. The North End Club commented on the friendly reception they received from the

#### **Evode Sports S. Social Club.**

On Friday, 8th September 48 members spent a tiring but most enjoyable evening Ice-Skating at Birmingham.

### **NEWS FROM COX & WRIGHT LIMITED**

Mr. L. Mikolajewicz is at present on a visit to Poland to lecture on Floform system.

Mr. M.E.J. Wright will shortly be leaving for Russia to lecture on Floform system.

Cox & Wright received visitors from :

Japan; India; Australia; Spain and Taiwan.

# **EVODE NEWS CIRCULAR**

## **ISSUE 53 - NOVEMBER, 1972**

### **EXPORT EXPERTS**

The recent establishment of our new Company Evode (Export) Limited with Mr. T.Q.D. Dunlop appointed Managing Director effective 4th and with Mr. S.B. Knowlden our present Export Sales Manager to be a Director of the new Company from the same date, provides a ready-made excuse for writing about overseas activities as the first part of this issue of the News Circular.

Our Export Sales Manager has given us the following items of news. Mr. Ingram, founder of the Preservation Company of Guernsey our agents in the Channel Isles for many years, has retired from the company this year. No doubt many of our staff will remember him for the excellent build-up of business in our products over the years. Mr. Knowlden recently visited the Channel Isles and reports expanding business in many of our products. Grey Flashband and Impello Packs are now being introduced.

Mr. J.D. Roche, Assistant Export Sales Manager is currently on a sales tour of France, Switzerland and Austria.

We were visited by Mr. George Morcos from our agents Comassco in Libya. Business is improving again there with a recent bulk order for £5,000 of roof waterproofing materials intended for the new Teaching Institute and Board of Tourism in Tripoli.

We were visited by Mr. Th.W. Steenvoorden of our Dutch licensee Simson on October 23<sup>rd</sup> - 26<sup>th</sup>. Mr. V. Vohralik, Mr. G.F. Matthews and Mr. K.J. Robinson are visiting Italy and our Italian licensee Zucchini with particular regard to the installation there of a toe puff manufacturing process.

Dr. H. Simon visited our French associates Dia Prosim on Monday, 22<sup>nd</sup> October.

The B.B.C. Overseas Broadcasting featured Pitakote Hi-Build in a recent broadcast which resulted in enquiries from all over the world. This is a product of Allweather Evode Paints Limited.

Carpet bonding tape Silvaseam has been demonstrated at the British Industries Exhibition in Hong Kong.

Just to round off the tale of our activities in foreign parts, 49 members of the Sports and Social Club enjoyed a short but hectic holiday in Belgium on October 13th - 15th when they attended a Beer Festival, and finally the Industrial Division of the Company participated in a flooring supplies exhibition in Glasgow.

### **NEW APPOINTMENTS**

Mr. G. Mee of Louis Holt (Chemicals) Limited has joined Vik Supplies Limited to be responsible for the sales of toe puffs and stiffeners in the Leicester and Northern areas.

Mr. H. Holdcraft has been appointed Foreman in the Machine Shop, reporting to Mr. E.T. Bates as previously.

Mr. R. Geheb has been appointed Foreman on the Incinerator section reporting to Mr. C.H. Burton as previously.

### **CONCRETE SOCIETY LECTURE**

Mr. H. Venton, Divisional Chief Chemist of the Building Chemicals Laboratory and Dr. B.S. Jackson, Technical Director, both gave lectures to the Concrete Society at Birmingham on November 8<sup>th</sup>. Mr. Venton spoke about admixtures for concrete and Dr. Jackson about surface finishes.

## **ALLWEATHER NEWSLETTER.**

Allweather Evode Paints report the following amongst current interesting uses for their products :-

Pitakote Hi-Build. Order from Unigate for over £800. For use on dairy walls and ceilings.

Metropolitan Cammell ordered Pitan Graphite Paints for London Transport Tube Train Chassis. £3,550.

Mr. Kemp reports that in 1973 some 20,000 sq. yds. will be covered at British Steel, Lanarkshire Mills, Motherwell, with Evotect. He says "this year's work is proceeding splendidly".

## **INDUSTRIALL SALES ITEMS**

R.G. Flooring of Balham have obtained a contract at the new Post Office Residential Establishment, Ipswich and have so far ordered 1,000 gallons of Evo-Stik 873.

Kelvinator'e have ordered 2-tons of Evomastic ME104.

The British Steel Corporation have ordered 3-tons of Evo-Stik 6828.

Otteringham Caravans of Hull have ordered 24 cartons of Weatherproof Tape.

## **OTHER SOCIAL CLUB ITEMS**

On 28<sup>th</sup> October there was a coach party to London, some to the Motor Show and some to see King Tut.

During October the ladies crochet section raised £10 by means of a raffle which will be presented to Fernleigh Home, Stafford.

## **VIK AT LAST**

Mr. K. Farey reports that Thermaflo 0-ROD continues to gain popularity and that 30 machines at customers have already been changed over from using a competitive product.

Mr. S.D. Hill, Works Manager of the Vik Factory, Stafford has sent us the following item on the merger between Vik Supplies Limited and Louis Holt (Chemicals) Ltd.

Mr. Hill tells us that the two companies have now settled down to working hard at the problem of merging their activities. The Cutting and Skiving operation previously carried out in the Vik Factory at Stafford has been transferred to Louis Holt factory at Enderby. Alternative employment was found for the "Vik Girls" and we would like to express our gratitude for their former efforts.

The merger is an excellent opportunity to expand our activities into the Shoe Industry and to develop the skills of both companies.

# **EVODE NEWS CIRCULAR**

## **ISSUE 54 - DECEMBER, 1972**

First of all may we take this opportunity of wishing all our readers A VERY MERRY CHRISTMAS.

### **VISITORS TO AND FROM**

Mr. D. Stibbe and Mr. J. Dickens of Bloch Stibbe-Beheer N.V. visited Dr. Simon in London on 6th November.

Wo were visited by Mr. & Mrs. Raccanello and their technical Director (brought by Mr. J. Cardy) on Friday, 10<sup>th</sup> November regarding Allweather Evode Paints Licence Agreement for Italy.

Four gentlemen from Aquitaine, France on the 15<sup>th</sup> November, 1972.

Mr. E. Nordahl and Mr. G. Richards from A/S Evonor, week commencing 27<sup>th</sup> November.

Mr. J.E. Reid from Evode Industries Limited, week commencing 4<sup>th</sup> December, 1972.

Mr. Y. Hakin of Hakin-Evan Chemicals Ltd., of Israel to discuss Toe Puff and Stiffener range.

Allweather Evode Paints Limited report the following visitors :

Mr. R. Roseman from South Africa. Mr. Amerkhanian from Iran.  
Mr. & Mrs. Raccanello, Mr. Augusto and Mr. Michaelangelo from Italy.  
Mr. Whelan from the U.S.A.

### **SALES NEWS**

The Sales Office report the following orders .

Morell Mills, Manchester - (container manufacturers) 1,000 cartridges of D.C.781.

Remploy, Hull, 27 cwts. of Thermaflo 8428.

Gradus, Macclesfield, 100 cartons of Gun-0-Prene.

Combined Electronic Services, 100 x C30 Guns.

London Transport Executive, 75 x C30 Guns.

Allweather Evode Paints Ltd., report the following orders :

The Ministry of Defence have ordered £1,184 worth of Pitan Universal Metal Primer.

As a result of B.B.C. Overseas Broadcast on Pitakote Hi-Build, an order has been received from International Atomic Energy Authority, Vienna.

Albright & Wilson have ordered Evonamel and Evosheen worth over £800.

British Rail extended contracts for Primers, Chlorinated Rubber and Epoxy Coatings for the duration of the price freeze.

Our largest customer for Pitan Moist Concrete Primer expects to take 35,000 gallons in 1973.

Vik Supplies Ltd., report contracts for 1,500 reels of Thermaflo '0' Rod 14 negotiated by our Mr. R.C. Addis and Mr. C.J. Flack.

### **SPORTS & SOCIAL CLUB NEWS**

Congratulations to the Evode Saturday Football Team, although they were defeated 2:1 on Saturday, 2:12:72 it was a great achievement to reach the quarter Finals of the Staffordshire Cup. This is one of the highest standards of football an amateur club can play in,

The Evode Ladies Darts Team have finished with friendly games. They have now joined the Stafford Darts League, they don't win

many games but Friday evenings at the Club are more enjoyable in the company of these very good sports.

### **EVODE (EXPORT) LIMITED**

At a Meeting of the Directors held on Friday, 8<sup>th</sup> December, 1972 the Board was reconstituted as follows :

Dr. H. Simon	Chairman
Mr. T.Q.D. Dunlop	Managing Director
Mr. S.B. Knowiden	
Mr. A.H. Simon	
Mr. E.A. Cooper.	
Mr. E. Jones	Secretary

### **OTHER RECENT NEW APPOINTMENTS**

Mr. H. Liss currently Sales Manager, Building Division will be leaving Stafford in January to go and live in the U.S.A., for the purpose of developing sales of FLASHBAND.

The Roof Waterproofing and Building Products Divisions will each become directly responsible to the General Sales Manager with effect from 1<sup>st</sup> December, 1972.

For a six month period from 1st December, 1972 Mr. A. Loft will continue overall responsibility for the Roof Waterproofing Division. A vacancy exists for an Assistant Sales Manager in this Division and the post will be advertised shortly.

Mr. C.E. Harvey is appointed Sales Manager, Building Products Division with effect from 1<sup>st</sup> December, 1972, Mr. C.J. Foreman remains Regional Manager, Southern Region and Mr. R.M. Adams is appointed Regional Manager, Northern Region from the same date. Mr. Adams was previously a Field Sales Manager with Stephens and Carter Limited,

Mr. A.J. Carwardine is appointed Sales Office Manager with effect from 4<sup>th</sup> December, 1972. The post of Technical Sales Co-ordinator will not be filled.

Mr. G.M. Moore is appointed Assistant Sales Office Manager from the same date.

Mr. J. Watt will assume responsibility for the Industrial. Sales Desk with effect from 29<sup>th</sup> January, 1973.

Mr. M.J. Clayton will transfer to the Industrial Sales Desk during December to take over from Mr. J. Watt.

With effect from 20<sup>th</sup> November, 1972 Mrs. Joan Stanley assumed the responsibility of Supervisor in the Audio Centre. Mrs. Stanley is responsible to Mr. J.T. Forneyhough.