

# **EVODE NEWS CIRCULAR**

## **ISSUE 55 - JANUARY, 1973**

### **EDITORIAL**

The first edition of 1973 so a Happy New Year to our readers. In addition to this, a very grateful thank-you to our contributors during the last 12 months and the hope that we may look forward to your. Further and continued support during 1973.

The festive season is now well over but we cannot let it disappear into the limbo of the past without a mention of the Evode Annual Christmas Dance which was held at the "Top of the World" on Friday, 8th December, 1972. This was a most enjoyable evening during which MISS EDWINA ORR of Works Admin. was selected as Miss Evode 1973, being chosen from 10 beautiful contestants. Mr. J. Jones, Sports & Social Club Organiser has expressed his appreciation on being so well-supported by members and friends during the evening.

### **COMINGS and GOINGS**

The festivities don't seem to have stopped people from dashing about the world.

Mr. S.B. Knowlden has just returned from a visit to our licensees in Portugal - Somoco -• where, due to the death of our good friend Mr. Simeo Leal, reorganization has to take place within the Company. Nevertheless, business is being very well maintained. The Factory has considerably expanded since Mr. Knowlden last saw it and good business is being done with the building, automotive and packaging industries on adhesives and mastics, where applicable. Expanding sales are being undertaken on "Flashband"; including the introduction of the new Grey "Flashband".

Also during the visit to Portugal, contact was made with Tito Pereira de Sousa who are very satisfactorily manufacturing under

licence our well-known product Mellitol, as well as distributing certain products such as Evoprufe, Evosil, Prover etc., as made by Somaco. de Sousa is also expanding the sales of "Flashband" and now introducing Evostrip.

Mr Knowlden also visited Spain, particularly Barcelona, where we are working out an Agreement with Paniker S.A. to manufacture our Sealing Compounds under licence. Paniker S.A. should be a considerable addition to our very extensive overseas manufacturing associates as they recently celebrated their 50<sup>th</sup> year in business and are already very active in manufacturing adhesives for the Building and Footwear Trades, and stiffeners - colours and finishes, for the footwear industry.

We were visited by Mr. J.E. Reid a Director of Evode Industries Limited, and Cox & Wright Limited received two visitors from South Africa. Mr. J. Morrison of Cox & Wright will shortly be visiting Madrid to demonstrate the C & W "Floform" machinery.

Allweather Evode Paints Limited report the following. Mr. A. Frykberg, the son of the Managing Director of Oregon, our, New Zealand Licensees, will be at Gillingham for three months for training early in the New Year. During this time, he will also spend some time with representatives to see our sales approach and projects upon which our materials have been used in the U.K.

### **NEW APPOINTMENTS**

Mr. A.M. Corry has been appointed as Technical Representative for North-East Counties, the area previously serviced by Mr. J.W. Worth who is now Regional Manager for the Northern areas.

Mr. A.C.A. Mortimer has been appointed to the Board of Louis Holt (Chemicals) Ltd.

Mr. Terry Brittain who passed the Institute of Purchasing and Supply Certificate in Storekeeping; has won the "Parkes" award for the best examination results by a Storekeeping student.

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

The Building Division have reported some considerable success with Evascon as a floor surfacing in some warehouse contracts carried out by Veitchi (England) Limited. A floor area of 6,000 square metres is already completed at Halesowen. There is a letter of intent for a further 37,000 square metres over the next 2 years.

The Distribution Division has been re-organised with separate sales force calling on builders merchants and sites, and distributors and re-tailers). This is the first time the Company has a large volume of on-site selling through the Builder's Merchant and also shows the need for specialisation in these markets.

A range of new campaigns is being prepared for the Building Division to create a large market for Evode direct to the larger builder. These campaigns are supporting polysulphide sealants, Evogrip, Evoflek and Anchorbar.

In the Distribution Division area special arrangements are being made with our larger customers whereby we are providing marketing for them in the form of specific and individual campaigns to increase their effectiveness in selling our products. To bring this about Phil Richards has been given the new position of Sales Development Manager, and he will be taking out to customers campaigns created by Ron Binnington in the Marketing Department. The objective of this is to obtain closer co-operation from our very large customers, and the active assistance of their sales teams.

The Industrial Division sales activities have produced a contract from Portakabin for almost 250 kegs per month of Flashband. Crane Fruehauf have contracted for the purchase of 350 lbs. per week of Light Grey Polevo.

Gun-O-Prene has also figured in the news where three customers with interests as wide apart as carpet laying and caravan building have ordered thousands of cartridges between them.

### **LOUIS HOLT (CHEMICALS) LTD.**

An item from the new member of the family. In addition to the news about Mr. A.C.A. Mortimer given above, we are told that following the fire that occurred on the 2<sup>nd</sup> October, 1972 the site has now been cleared and re-building starts during the first week in January.

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**ISSUE 56 - FEBRUARY, 1973**  
**FAREWELL CHARMS**



**Dr. H. Simon presents gifts on behalf of former colleagues of Mrs. N.M. Carr**

On Friday, 26<sup>th</sup> January, Mrs. Nancy Carr retired from employment with Evode Limited after 22 years service which started during the "good old days" at Glover Street. Mrs. Carr was with us time enough to become well-known to all of us and to many customers, because during the years that she was with us she carried out with considerable efficiency the work of Sales Office Supervisor of what was originally the Industrial Adhesives Division.

There was a sales conference of all representatives of the (new) Industrial Division on 25<sup>th</sup>/26<sup>th</sup> January, and opportunity was taken to invite Mrs. Carr to join her colleagues at the conference luncheon on 26<sup>th</sup>, which was also attended by the Directors of the Company. At the beginning of the afternoon, at a well-attended presentation in the Canteen, Mrs. Carr was presented with commemorative gifts contributed by her many friends in the Company, these included a stainless steel "Teasmade" and a reproduction oak telephone table.

At the Sales Office Dinner on Thursday, 25th January, Mr. A.A.R. Cobbold presented to Mrs. Carr on behalf of the Sales Office a set of Cut Glass Goblets.

## **NEW APPOINTMENTS**

The following appointments, all in the Distribution Division, were made with effect from 1st January, 1973.

Mr. P.L.C.H. Richards - Sales Development Manager.

Mr. G.G. Morris - Regional Manager, Midland Region.

Mr. G.D. Williams - Regional Manager, South West Region.

Mr. G.M. Ferguson - Regional Manager, South East Region.

Mr. T. McGlade - Regional Manager, Northern Region.

Mr. R. Wilkinson has been appointed to Customer Liaison.

The Sales Office has been re-arranged to give a better working environment than was previously available.

Cox & Wright Limited report that Mr. P.G. Wilson has been appointed Sales Manager for the sale of equipment etc., to the U.K. Shoe Industry.

## **VISITS TO and FROM the GROUP**

Dr. H. Simon visited Industriële Maatschappij Simson B.V. our Dutch associates on 15<sup>th</sup> January.

Mr. M.E.J. Wright and Mr. W.T. Clifton of Cox & Wright Limited visited Frankfurt for meetings about the Company's participation in the Pirmasens Exhibition.

Also from Cox & Wright Limited, Mr. J. Watts visited Germany to inspect machinery, Mr. J. Keys attended an exhibition in Paris where C

& W machinery was being shown, and Mr. R. Pinnock also visited France about Floform machinery.

Members of the Group have been visited by Mr. Tito Pereira De Sousa and Mr. Stanley Carnall, both of our Portuguese Licensees who have always been very successful in the sale of Mellitol waterproofing compound. We were visited by Mr. P.S. Goodman of Ajax (Pty) Ltd., our new Australian Licensee and by Mr. F.B. Lynch, Managing Director of Evode Industries in Eire and Mr. W. Read of our Canadian Associates, Drecona.

Cox & Wright Limited report visits from Mr. R. Pearson of the Shoe Corporation South Africa, Mr. Milkins from Rhodesia and Mr. Watanabe of Dodwell, Japan.

## **EXPORT SALES ACTIVITIES**

An order for over 50,000 kilos of Mellitol worth more than £8,000 has been negotiated with Flexitron Limited of London, the material being destined for Tripoli, Libya.

We are specified for roof waterproofing at the new Hilton Hotel, Kano, Nigeria.

Flashband was recently purchased for sealing insulation work at the new Guinness Brewery under construction in Nigeria.

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

Preparations are in hand for participation in the International Shoe Machinery Exhibition, 13<sup>th</sup>-17<sup>th</sup> April at Pirmasens, West Germany where a full range of the Company's products will be shown,

The Company is also participating in the Leicester Chamber of Commerce Exhibition on Stand No. 422.

## **VIK NEWS**

Vik are also in preparation for participation in the Pirmasens Exhibition, and in the meantime report that orders for Thermaflo 0-Rod 14 continue to increase despite a step-up of the price war by our competition.

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

Our intrepid reporter in the Industrial Division has smuggled out the following news items.

We have a contract for Evo-Stik 8810 from Storey Brothers worth £53,000.

Central Ordnance Depot, Bicester have ordered 8,000 pints of Evo-Stik 528.

Estuary Caravans have placed a contract order for over 5,000 cartridges per month of Van Seal 4.

Armabord have placed a new contract for 3 tons of Thermaflo 7508 hot melt adhesive.

### **AROUND THE SITE AT STAFFORD**

Activity may shortly be noticed around the "new" office block, Building No. 25 where there are plans for extension by the erection of a new two storey addition which we believe will take the whole block up to a three storey height i.e. two storeys above the Data Processing Centre with the upper storey extending over the "Kremlin".

There has also been considerable activity, but perhaps less obvious to some of us, on the North East aspect of the site where a large storehouse has been built for bitumen and chemical raw materials and finished products. After transfer of raw materials from the hangar, this ancient edifice will be dismantled and the new storehouse extended so that it will become twice its present size. Part of the idea is to relieve pressure on the production area of the bitumens so that they will have somewhere to store finished products

immediately after manufacture. On this latter point there has been considerable investment also on the production machinery for bitumen emulsions with the purchase of new storage tanks for bitumen and new emulsifying machines, all of which have been housed in an extension of the original factory buildings which have now spread completely across the original roadway leading up to the hangar. The main item of news on the Distribution Division Sales/Marketing front is the conference held in Majorca. This was attended by our Major Distributor customers for a presentation of the Profit Development Group scheme made by Mr. K.J.C. Davies and Mr. E.A. Cooper. In this scheme we are offering individual marketing support to our major customers so as to make them more effective in the sale and distribution of Evode products. The customers accepted the scheme with enthusiasm, recognising that it is something unique in the hardware trade. This will create a partnership between Evode and the major distributors, with Phil Richards in the position of Sales Development Manager arranging for marketing campaigns and support individually tailored to meet the customers' needs. Within the Company Ron Binnington will be creating the campaigns for Phil Richards to take to customers and these two stalwarts will have a very busy nine months ahead.

The trip also enabled us to get to know these customers better in the pleasant surroundings Majorca provides and I think we all felt that our competitors will have a very up-hill job selling against us with these major sophisticated distributors.

# EVODE NEWS CIRCULAR

## ISSUE 57 - MARCH, 1973

### EDITORIAL

Although there are many individual items of news to be reported in this issue, there does not seem to be one of major commercial interest around which to centre editorial comment. However, an interesting social item is that a cocktail party was organised to which prominent members of the local business scene were invited with the opportunity to meet Mr. Edward Heath, Prime Minister. Our Chairman and Managing Director Dr. H. Simon was amongst the guests and was able to exchange a few words with the Prime Minister during the evening.

### COMINGS and GOINGS

Dr. H. Simon visited Evode Industries Limited, Dublin on 14<sup>th</sup> and 15<sup>th</sup> February.

Mr. K.H. Farey is visiting South Africa, Kenya, Zaire and Nigeria on behalf of Vik Supplies Ltd., and Louis Holt (Chemicals) Ltd.

Mr. K.J.C. Davies and Mr. E.A. Cooper visited the Hardware Trade Fair in Cologne searching for new product ideas for our D.I.Y. operation.

Mr. P.L.C.H. Richards has been on an advanced marketing course.

We were visited by Mr. Th.W. Steenvoorden of Industriële Maatschappij Simson B.V. on 6<sup>th</sup> and 7<sup>th</sup> February.

Allweather Evode Paints Ltd., report that Mr. G.A. Dell, Chief Chemist, visited their Licensees in Spain to help in the production of Pitakote Hi-Build.

Allweather Evode were visited by Mr. Oppenheimer who has had two of his swimming pools treated with Pitakote Hi-

Build, and Mr. G. Frykberg arrived from New Zealand and is staying at Gillingham for three months' technical training.

Mr. J. Smith of the Admiralty Laboratories, Portsmouth visited Gillingham on 6<sup>th</sup> February.

Cox & Wright Limited report that a number of Japanese visitors, accompanied by Mr. Watanabe and representative of Dodwell & Company, visited their Works.

Cox & Wright report the following visits :

Mr. J. Watts to Germany re technical installation.

Mr. J. Morrison to Spain for installation work.

Mr. J. Keys to France for installation work.

Mr. L. Mikolajewica to Spain for installation work.

Mr. G.C. Cox to France to assess C & W latest machines, and

Mr. A.G.N. Beattie is on a tour of France, Switzerland and Italy.

### NEW APPOINTMENTS

Mr. Stuart Charlson (U.S.A.) and Mr. A.J. Parsons have been appointed to the Board of Evacor Resins Limited.

Miss S. Wall has been appointed Supervisor, Sales Administration.

Mr. R.R. Wilkinson has been appointed to the Distribution Sales Desk.

Miss M.A. Probyn to Customer Liaison.

Mr. D.M. Glen to Customer Liaison.

Mr. R.C. Whitworth to Building Division Sales Desk.

Mr. Martin Hoogervorst has joined Cox & Wright Limited principally to the Sales organisation as a linguist and also for customer liaison service.

### **EXPORT NEWS**

Mr. T.Q.D. Dunlop, Managing Director and Mr. S.B. Knowlden Director, Evode (Export) Limited visited Norway, Finland and Denmark in February. Considerable interest has been shown in some new products and new orders came through from Valke our Finnish Licensee and Gravquick in Denmark, for Flashband.

A number of very large felt makers in Scandinavia are busy testing Flashband for use with their roofing systems. One has carried out tests as far North as Lapland over the recent winter and results so far are very good.

We have received a new bulk order for a wide range of products from Bahrain.

A bulk order for Evomastics has been received from our agent in Singapore and further orders for Flashband from our Italian Licensee Ditta Fratelli Zucchini and Ajax in Australia.

Mr. Harvey Liss is now setting up distribution of Flashband in the U.S.A. The first consignment of a range of sizes is being despatched now.

### **HOME SALES NEWS**

We are told by the Distribution Division that United Builders Merchants are launching an own brand product called U.B.M. Rubberised Bituminous Waterproofer in partnership with Evode Ltd. This product was developed in our laboratories, as an improvement to Evoseal

202, and possesses a number of technical advantages over the dominant brand leader Synthaprufe. Selling and Marketing has been a joint project with this customer and it is hoped that a substantial share of this market will be obtained for this own brand product.

Allweather Evode Paints Limited report the following interesting orders.

RDS.3659 valued at over £600 has been ordered for British Rail Bridge Deck at Hither Green, London.

Plymouth Sea Water Swimming Pool is to be repainted with Pitakote Hi Build, the value of this order being over £1,000.

British Rail, Scotland ordered Thixochloi valued at over £500, Evophoss, valued at over £300 and Pitan/Evodybe CRP valued at over £400.

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

The draw has been made for the Inter-Department 5-a-side darts knock-out. There are 16 teams competing for the Barry Jackson Shield and some very competitive throwing can be expected.

The Sports & Social Club have entered two teams in a 5-a-side Football Competition which takes place every Sunday morning in Stoke-on-Trent. A very tiring but most enjoyable morning's entertainment.

# **EVODE NEWS CIRCULAR**

## **ISSUE 58 - APRIL, 1973**

### **BUILDING PRODUCTS DIVISION**

There has been a lot of activity recently intended to help this Division get an even greater grasp of the markets available to it. There has been a Divisional Conference held at Sutton Coldfield to launch the "C" stage campaign which is aimed at comprehensive coverage of the major building and civil engineering contractors. Also introduced was new literature in the form of a new sealant brochure summarizing uses for gun applied sealants and a new admixtures brochure summarizing uses for admixtures.

For Head Office staff a "teach in" was held on the new Building Products Division sales policies during the evening of 27<sup>th</sup> March and during this all sales office staff received comprehensive training in implementation methods.

There is a new store shed recently completed and now in use for materials' associated with the bitumen and admixtures factory. It is already full to the brim and work on an extension is in progress which will double the size of the new store and also provide a new and re-designed Evoset plant.

### **NEW APPOINTMENTS**

Mr. J.M. Bartrop has joined the Building Products Division as technical representative in the West Riding and North Lincs.

Miss M. Probyn has been appointed Contract Order Co-ordinator in the sales office.

Mr. B. Pearson has joined customer liaison.

### **VISITORS FROM OVERSEAS**

We had an extended visit from Mr. Minatoya and Mr. Yugaki from Japan in early April and Dr. Caldari and Dr. Buttino from our Italian licensee Ditta Fratelli Zucchini visited us in mid April.

Mr. A.H. McGregor and J. Ryder both of Colin D. Bailey (PTY) Ltd., visited Stafford and Cox & Wright Limited during their visit to Europe.

Cox, & Wright were visited by Mr. Mike Hazel of the Shoe Corporation of South Africa.

Mr. Reg Roseman and Mr. Neville Roseman visited us at Stafford, both from Alumanation, South Africa, who are our agents for Flashband in that country,

### **VISIT MADE BY EVODE PERSONNEL**

During 19<sup>th</sup> - 20<sup>th</sup> March, Dr. H. Simon visited our Mexican associates Evomex S.A. and from the 26<sup>th</sup> to 29<sup>th</sup> March nor Eenadien associates Drecona Industries Limited.

Mr. J. Watts of Cox & Wright visited Japan to provide technical back-up service.

Cox & Wright Limited will be exhibiting at the International Shoe Machinery Exhibition in Pirmasens, West Germany, where several members of staff, including Mr. M.E.J. Wright and Mr. W.T. Clifton, will be in attendance. Louis Hull (Chemicals) Ltd., will also be represented at this exhibition which will be attended by various members of the Vik and Louis Holt staff.

### **NEWS ITEMS FROM THE SALES DEPARTMENT**

Apart from a brief note that Hill Bros. (Glass) Limited of Birmingham will be using a considerable quantity of Flamseal, the rest of the news has been provided by the Export



Department and Allweather Evode Paints Limited.

Starting with the news from A.E.P. - we are told that British Rail have ordered several thousand litres of Clawcoat worth over £3,000. Mr. Kemp has obtained an order valued at over £1,600 for chlorinated rubber paints and primers at Ciba-Geigy works in Paialey and a further £1,000 worth of this type of paint will, go into a new brewery at Runcorn. This latter order being the work of Mr. Sinnott and Mr. Wane.

A lot of interest in Pitan fluorescent paint is reported from British Rail, The Clyde Pert Authority and Southampton Docks and Harbour Board, in fact the latter say that tests have shown that there is not another fluorescent paint to compare with ours in performance and it will soon be used by the boys on the Solent for painting all the buoys in the Solent.

Evode (Export) Limited report orders for products from right across our range, including considerable sized orders for Prover 2, Evo-Stik, Thermaflo, Flashband and Evomastics. We are now sending regular monthly container shipment, to Nigeria, each approximately 8,000 gallons of adhesives.

Business with Flashband is now starting up in Indonesia, which is the first business in this territory for many years.

There are immediate plans for Mr. D. Dunlop, Managing Director of Evode (Export) Limited, and Mr. Knowlden, Director to visit Africa. David Dunlop will proceed via the West Coast (covering our very good areas of Nigeria and Sierra Leone) meeting up with Mr. Knowlden in South Africa to visit Aluranation and Elvolac. Mr. Knowlden, en route to South Africa, will visit Malta, Libya, Ethiopia, Kenya, Zambia and Malawi.

## **VIK SUPPLIES LIMITED**

In addition to items reported elsewhere, an increasing demand for the Company's products is reported, particularly Thermaflo 0-Rod 14, which is developing into substantial business.

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

The re-building programme at Enderby has now commenced. During the week ending 24:3:73 the highest production in the history of the company was achieved, with 875,000 prs. toe puffs and stiffeners.

## **SPORTS & SOCIAL CLUB ITEMS**

Congratulations to two members of the Table Tennis Section, Mr. R. Ecclestone and Mr. K. Paling who have been selected to represent Stafford in a team against Stone.

Congratulations also to the Evode Sunday Football Team who won 2 goals to 1 against the G.P.O. on Sunday, 25<sup>th</sup> March. In the final of the Sunday League Subsidiary Cup they now face the Dog and Rabbit. (News Flash) at half-time we are losing 4-0, the Dog and the Rabbit both having scored 2 goals each,

# EVODE NEWS CIRCULAR

ISSUE 59 - MAY, 1973

## Adhesive associations form bond

THE Adhesives Manufacturers' Association and the British Rubber and Resin Adhesives Manufacturers' Association have merged to form a new association called the British Adhesives Manufacturers' Association.

Continued growth of the UK adhesives industry and the belief that a single organisation will be more effective are the reasons given for the merger.

The BAMA will be active both commercially and technically, with the objectives of making the adhesives industry stronger, and provide better technical standards.

Initial membership will embrace some 42 companies, including most of the leading UK adhesive manufacturers.

First president of the new BAMA will be Dr H. Simon, of Evode Ltd. Joint chairman will be S. Alexander of CPC (UK) Ltd and V. Vohralik of Evode.

Honorary treasurer will be T. R. S. Lyon of Clam-Brummer Ltd; and the secretary will be R. Haigh of A. C. Palmer and Co, Provincial House, 37 New Walk, Leicester LE1 6TU.

EVODE are well represented in the new British Adhesives Manufacturers' Association. The first President of this Association being our Chairman, Dr. H. Simon and Mr. V. Vohralik Director is one of the first Joint Chairmen of BAMA.

Dr. H. Simon and Mr. V. Vohralik,  
Director is one of the first Joint  
Chairmen of BAMA.

On the 9<sup>th</sup> April the Company was visited by the then Mayor and Mayoress of Stafford, Councillor and Mrs. Norman Potter, accompanied by the Town Clerk, Mr. Derek Almond and Mrs. Almond. The Mayoral party made a tour of the Factory and Laboratories.

### COX & WRIGHT LIMITED

Our friends at Rusden report very successful results from the exhibition held at Pirmasens, West Germany, where many visitors saw the new Rotary Floform machine in operation.

The following people have been recent visitors to the Cox & Wright factory :

Mr. F.H. Pipe of Peter Austin Ltd., New Zealand.  
Mr. H. Hoffman and Mr. Jim Hoffman of Continental Shoe Machinery, U.S.A.  
Mr. Cardwell and Mr. Parks of Faulks & Co., South Africa.  
Mr. A.H. Macgregor and Mr. J.S. Rider of Colin D. Bailey Ltd., South Africa.  
Mr. Harriss, International Advisory Services, U.S.A.  
Mr. Rose and Mr. Gilmer of Edworks Ltd., South Africa.  
Mr. De la Gaza of Mexico.

## **VISITORS to EVODE**

During March we were visited by Ravenseft, a firm of major property developers, with substantial property investments in Scotland and throughout the U.K. They have been customers of Evode for fifteen years and are the developers for St. James Centre, Edinburgh and for the Irvine New Town Centre. The purpose of the visit was to see the scope of our organisation and our outstanding technical capability, with the possibility of their specifying our Built up roof waterproofing system for Irvine.

On 10<sup>th</sup> - 12<sup>th</sup> April we were visited by Dr. Caldari and Dr. Buttino from Fratelli Zucchini our Italian Licensee.

On 17<sup>th</sup> April, Dr. R. Gold, Chairman of Chemotechnica-Sintyal, our licensee in Argentina visited Stafford.

## **ALLWEATHER EVODE PAINTS LIMITED**

During April the company was visited by Mr. R. Roseman from South Africa and Mr. J.O. Orriols from Spain.

Judging by the information sheets returned to your Editor this month A.E.P. are the only company in the Group still selling anything and the following are some items from their April Newsletter;

D.O.E. orders received for coatings for snow ploughs and gritters. Value £7436.00. Evokote Type 10 and Evokote Pitch Epoxy Enamel are used for protecting these vehicles in arduous operating conditions.

The Admiralty ordered Pitan Rust Stain Remover value £1263.00.

Order from Contractors for work at B.P. Isle of Grain - Pitakote Hi-Build - value £1821.00. For use on Separators.

Also from A.E.P. is the news that Mr. Arthur Hughes has just completed 25 years service with the company.

## **NEW APPOINTMENTS**

Mr. David Warltier has been appointed Technical Representative for Warwickshire (except Birmingham), Northants and Beds.

Mr. Ivan Sexton has been appointed Technical Representative for South London postal district. Both these appointments are for the Building Products Division.

Mr. E.M. Welsh has been appointed Architectural Representative with the Building Products Division for Specifying Authorities in the London area.

Mrs. Margaret Thompson has recently joined the Company and has been appointed Telephonist/Receptionist in the Sales Office.

Mr. David Nixon is now in charge of the Building Products and Roof Waterproofing Materials Sales Desk.

Mr. John Bebbington and Mrs. Elizabeth Cook have joined the Mastics Laboratory and Technical Service Laboratory respectively as Laboratory Assistants.

## **DR. DUNLOP I PRESUME**

There is no news yet from the sales expedition to the Dark Continent. Our intrepid explorers are Mr. David Dunlop and Mr. Tony Knowlden. One of them is starting on the West Coast of Africa and the other on the Eastern side of the Continent and they hope to meet up somewhere in the middle. The slightest error when they set out will, of course, mean that they will miss each other.

## **VIK SUPPLIES and LOUIS HOLT (CHEMICALS) LIMITED**

Vik Supplies personnel attended International Shoe Exhibition at Pirmasens and Louis Holt (Chemicals) Limited exhibited the range of Vik Toe Puff and Stiffener materials.

Mr. Alister Macgregor and Mr. John Rider from Colin D. Bailey, South Africa visited Vik Supplies regarding Toe Puff materials which they are converting into Toe Puffs at their Pinetown factory.

# EVODE NEWS CIRCULAR

## ISSUE 60 - JUNE, 1973

### A TIMELY WORD ABOUT TIMEBOND

Having read the publicity material on the noticeboard no doubt our readers would like a little more background information.

Once upon a timebond things were done in a tick with Evo-Stik and then they were done with scientific Evo-Stik, nevertheless, this brought us to the point where Evo-Stik is the largest DIY adhesive•,

In future things will be done with scientific thixotropic Evo-Stik - TIME BOND.

As mentioned above, Evo-Stik is the largest DIY adhesive :-

EVO-STIK - 42% Dunlop - 11% Bostik - 10%

Our market research indicates that in the contact adhesive market 78% of consumers are happy with the instant bond and strength of 'Impact' but 22% want an adhesive with the thixotropic properties of adjustability, ease of spreading, cleanliness, etc. These consumers would like a product with Evo-Stik strength and Time Bond represents just this; - a thixotropic adhesive but with the same strength as 'Impact'.

The product was launched to our major consumers and then our. Salesforce, and Salesforces of our major customers are now out obtaining retail distribution for us. The television advertising will break towards the end of June lasting until early August,

This is the largest campaign we have had for many years and we expect the outcome to be a larger share of the 'contact adhesive market.

Jointly with the selling of Time Bond, an 'Impact' campaign is underway, for we wish

to maintain sales of this product whilst launching Time Bond.

### **SOMEONE SOMEWHERE ...**

Whilst on the subject of figures, the following brief review of the work airways going through our telephone exchange in one week gives some idea of the volume of business which we are doing.

The total number of telephone calls received and made via our telephone exchange in the week ending 16<sup>th</sup> May, 1973 was 5,425 and in addition 327 Tannoy messages had to be broadcast. These figures show that a great deal of patience must be exercised in trying to obtain outgoing telephone calls and also that people should stay near their telephones to receive incoming calls so as to reduce the number of broadcasts which have to be made. In addition the telephonists have to type out telex messages.

On a 9 hour working day basis these figures show that the telephone exchange are receiving and making 120 calls per hour and making 7 broadcasts per hour.

Since the telephone exchange is understaffed at the moment, our telephonists deserve our congratulations.

### **VISITORS to the GROUP**

The following people have recently visited various member companies.

Louis Holt (Chemicals) Ltd., have been visited by Mr. Earl Lee of Jamaica, Mr. R. Ainsworth of CMP Footwear, Jamaica and Mr. A. MacGregor of Colin D. Bailey, South Africa.

The Building Division received a technical group visit representing SCOLA from Gloucester and Sheffield. SCOLA are the initial letters of a consortium of local authorities who pooled ideas on how to build successfully on poor building land e.g. where subsidence is likely. The Division was also visited by a party from the Central Nottinghamshire Water Board,

'Evode was visited by Mr. T.J. Twomey of Evode Industries Limited, Eire and Mr. Henry Cooper of Terrell Corporation, U.S.A. our partners in Evacor. Also visiting Evode were Dr. Vincenta from Paniker, S.A. our Licensee In Spain and Mr. M. Zukerman of our Mexican Associates, Evomex.

Cox & Wright Limited were visited by Mr. Ken Ritches of the leather Research Institute, South Africa and Mr. R. Duff of Johnson, Melbourne, .Australia.

Allweather Evode Paints Ltd., were visited by Mr. Th Caldenhoven from Holland for discussions about Pitakote Hi-Build and Mr Gorgun and Mr. Asaf both of Turkey visited the Company in May to discuss a possible licence agreement.

### **THE NEWS IS SPREADING**

You may remember the plans for large scale toys originally issued with the "Practical Householder", To show how far our publicity can reach, we have just had a letter from Nigeria asking for further details of one of these plans

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

The Building Division have had a very successful time recently with Mastic Contracts and products. This includes the first use of the new product MONOFOAM on a Mastic Contract and the sale of almost £7,000 of waterbar products including the new product ANCHORBAR. Several thousand pounds worth of sales of Flashband are also reported.

Allweather Evode Paints Limited report almost £3,000 worth of sales of chlorinated rubber paint and Pitakote Hi-Build continues to sell in large quantities.

Mr. S.B. Knowlden, just returned from a sales tour of Africa, reports buoyant business for Evode in all regions. His tour included visits to Radbone Clarke our Associates in Kenya and Alumanation and Elvolac our two Associates in South Africa.

### **The Industrial Division report the following :-**

36,000 C.30 cartridges of Vanseal 4 for Nene Valley Homes and 5 Monofoam Units for Crane Fruehauf Trailers.

### **SAFETY SECOND AT GILLINGHAM**

For the second year running Allweather have won the Safety Award of the British Safety Council. Out of a quarter of a million work places in Britain only a hand-full managed to win a Safety Award from the Council. A.E.P. are entitled (and do) fly the coveted green and white safety flag at Gillingham.

### **RELATIONSHIPS WITH INDUSTRY CEMENTED**

Congratulations to Mr. G.B. Barrett who has recently been elected to the Chairmanship of the Cement Admixtures Association, an appointment which he will hold for two years.

### **NO JINX ON BINX**

Congratulations also to Mr J.M. Binks on his recent appointment as Works Manager On the Stafford site.

### **NEW APPOINTMENTS**

Mr. M. Rigby joined Evode on 1<sup>st</sup> June Services Engineer.

Mr. I.J. Sibley will shortly join Evode as Assistant Training Officer.

Mr. C.H. Burton has been appointed Superintendent (Buildings) with effect from 1<sup>st</sup> June.

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

Great interest was shown in the range of products exhibited at Pirmasens, West Germany and visitors included shoe manufacturers from Japan, Russia, U.S.A. and Australia.

## EVODE GROUP "25 CLUB"



The Ninth Annual Dinner of the Evode Group "25 Club" was held at the "Little Barrow Hotel", Lichfield on the 4<sup>th</sup> May, 1973. Twenty-three members and guests were wined and dined to an excellent meal (six courses). Following the meal the President of the "25 Club", Dr. H. Simon made presentations to two new members, Mr. R.A. Moseley and Mr. J.R. Rycroft, who completed 25 years service with the Company during 1972.

As a special feature of this year's Annual Dinner, the Committee had invited Mr. C. Golding as a "working" guest. Mr. C. Golding is a very accomplished magician, being a member of a very select society "The Inner Magic Circle". Mr. Golding entertained his audience with a wide range of ingenious tricks, amongst which was his speciality of collecting wrist watches



unknown to the victims. Many have expressed that the Ninth Annual Dinner was the best to date.



Photograph of presentation of gifts from friends and colleagues at the retirement of Mrs. H. Pimble on Friday, 20<sup>th</sup> April, 1973 after. 28 years service with the Company.

# EVODE NEWS CIRCULAR

ISSUE 61 - JULY, 1973

## PRESENTATION OF VIK BURSARY AWARDS 1973



This year there was a change in the theme for the Vik Bursary. With the entry of Britain into the Common Market, it was decided to invite entries on the theme 'Challenge of the Common Market to the British Footwear Industry', emphasising the marketing problems involved. In the past, the Vik Bursary has been awarded for the best written papers on the theme 'Technological Advancements in the Shoe Industry'.

The standard of this year's entries was very high but, eventually, the panel of independent judges, comprising Tony Thorncroft, Marketing Editor, Financial Times; Mr. C.H. Edwards, Director of the B.B.S.I.; Richard Bickers, Managing Director of R. Bickers and Associates, marketing consultants, and Mr. S. Crookenden, Marketing Director of K Shoes, selected two papers which were outstanding. On a final vote, the outright winner was Mr. D. Lyon of Kibworth, Leicestershire - a lecturer in marketing and free lance consultant.

However, it was decided that, since the paper of the runner-up was of such high merit, a further special award would be made and this went to Mr. R. Davies - Marketing Director of G.B. Brittains of Bristol.

Our photograph shows the winner, Mr. D. Lyon, receiving his award - a cheque for £300, from our Chairman, Dr. H. Simon. On the opposite side of Dr. Simon is Mr. R. Davies, who was later presented with his special award of £100. Extreme left is Mr. C.H. Edwards, and extreme right is Mr. V. Vohralik, Managing Director of Vik Supplies and the instigator of the Vik Bursary Award Scheme.

## RECENT VISITORS

We have been visited by Mr. M. Tcherniak of our associates in Argentina, Chemotechnica-Sintyl S.A.

Mr. M. Zukerman of Evomex S.A., Mexico.

Mr. E.A. Robinson of Wrimco Sealants Limited, Canada.

Representatives from the company Cemedine of Japan.

Mr. Rodwan from Cairo, Egypt, who is interested to represent us for certain products in the furniture and footwear industries, and Mr. George Morcos from Tripoli in Libya where he does good business with Mellitol and roof waterproofing materials.

## OVERSEAS VISITS

The Chairman, Dr. H. Simon, visited our Dutch associates, Industriële Maatschappij Simson B.V., on the 20<sup>th</sup> and 21<sup>st</sup> June, 1973 and Evode Industries, Dublin on the 28<sup>th</sup> and 29<sup>th</sup> June, 1973.

Mr. E.A. Cooper, Marketing Manager and Director of Evode (Export) Limited has spent some time in the U.S.A. with Mr. Harvey Liss to offer support in the marketing of Flashband in that country.

Mr. Eric Jones, Company Secretary of Evode (Export) Limited visited Switzerland to closely investigate Common Market financing.

## NEW APPOINTMENTS

Mr. J.R. Melville has been appointed Deputy Superintendent in the Bitumens and Building Chemicals Department with effect from 1<sup>st</sup> August, 1973, reporting to Mr. T. Wojtulewicz, Superintendent.

Mr. A.G. Cameron took up his new post of Assistant Sales Office Manager on 2<sup>nd</sup> July,

Mr. Cameron was formerly with Production Control.

Mr. F.C. Kenny has joined the Building Products Division as technical representative for the West Country.

Mr. D.H. Young has joined the sales force of the Roof Waterproofing Division, his territory being Surrey, Sussex, Kent and London postal districts South of the River Thames.

Mr. D.L. Gee has been appointed Personal Assistant to Mr. J.E. Linnell.

Mr. P.J. Kelly has been appointed Evode Budget Accountant.

Mr. G. Cork has been appointed Accountant of Evacor Resins Limited and Evode Inc. He will continue to supervise Stock Audit Department for the present.

Mr. S. Nolan has been appointed Acting Head of Stock Audit Department and, for the present, he will be responsible to Mr. G. Cork.

## SUCCESSFUL SHOWING BY COX & WRIGHT LTD.

Cox & Wright have just completed periods of showing at Exhibitions, which have proved very successful. The Poznan International Technical Fair and the International Plastics Exhibition - "INTERPLAS" at Olympia. C & W latest machinery was on show in both instances and a large number of enquiries have been received. This looks very good for future business.

## SALES NEWS FROM ALLWEATHER EVODE PAINTS LIMITED

Orders from British Rail total several thousand pounds worth of paints, particularly Evophoss and Chlorinated Rubber Paints.

The varied opportunities for paint products illustrated by an order from Cadbury's for £1,000 worth of Evonamel, a sizable order for Epoxy Resin Paint from a B.P. Oil Refinery and an Evo-Led/ Chlorinated Rubber Paint specification at a new brewery.

### **THE BUILDING PRODUCTS DIVISION**

report some interesting sealant sales including almost £10,000 worth of mastic contracts through-out the country, £1,000 worth of Monopol for Manchester Direct Work and almost £2,000 worth of special grey Flashband for Bernard Hastie, Liverpool.

### **CHART SUCCESSES**

The admixtures chart prepared and circulated to most interested parties by the C & C A has been very favourably received. It is encouraging to note that the Ready Mix Concrete Association requested and have received a further 100 copies, and the C & C A themselves have requested and received a further 85 copies for their own staff usage.

### **CUSTOMERS GET VISUAL DISPLAY**

A computerised on-line order handling system for customers' orders will shortly be introduced.

In order to give personnel a basic appreciation of what is involved a series of seminars have already been held with the representatives of our sales forces. Detailed training, using the programmed learning technique of the proposed operators, has already taken place and the results were highly satisfactory.

Further seminars are to be organised for Stafford based personnel, when there will be opportunities to see the process in operation.

Very briefly, this system comprises the transmitting of data on a customer's order to the computer, via the V.D.U's (Visual Display Units), the data input by the operator and the generated reply is displayed on a screen for visual checking before final transmission.

Various computer programmes print out works documentation and labels for all orders processed on the V.D.U's, and subsequently the invoices for all despatches, in addition to daily listings statistics etc., all at a very high speed, including a proportion of 'computerised' pricing for the Distribution Division.

# **EVODE NEWS CIRCULAR**

## **ISSUE 62 - AUGUST, 1973**

### **EDITORIAL - Our first scoop**

On the back page of this issue is printed the picture that the newspapers did not publish. This is printed in continuation of our declared policy of bringing to you all items of topical and general interest without fear or favour.

### **NEW APPOINTMENTS**

Mr. R. Longden has been appointed Superintendent of the Finished Goods Warehouse.

Mr. M.B. Stead has been appointed Export Sales Manager Evode (Export) Limited. Mr. Stead joined Evode Limited in July, 1969 representing whet, was then the Evomastic Industrial Division and later the Evode Building Products Division.

Mr. J. Callaghan has been appointed Assistant Work Study Engineer.

Mr. I.A. Flexer has been appointed Technical Representative in the Industrial Division for Berkshire, Oxfordshire and Buckinghamshire.

### **PROGRESS ON SITE**

The advancement of the new Building Chemicals Store and the new Office Block extensions are pretty well self evident to those who have the occasion to be in those localities. What is not quite so evident is that the proposed move of mastic manufacturing machinery to Building 35 is in progress but just recently is awaiting a supply of steel.

### **VISITS and VISITORS**

We were visited by Mr. Bartley from Evode Industries Limited at the end of July for training in the Works Control Laboratory,

We were also visited by Chief Udasangor owner of the Lucky Star Stores in Lagos - one of our good stockists.

Mr. S.B. Knowlden, Director, Evode (Export Limited has made a sales tour of Portugal and Spain.

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

#### **Highbuild coatings Walk Tall,**

Allweather Evode Paints Limited specialists in thick film protective coatings, report a considerable number of interesting orders from which the following are abstracted.

Old Evodians will be interested to learn that chlorinated rubber paints are still going strong with A.E.P, recently getting , orders for almost £9,000 worth of Thixochlor, a thixotropic version of C.R. paint. This included material for the new Charrington Brewery, material for British Rail and material for a steel flyover in Coventry over 750 ft long.

The epoxy resin thick film coating Pitakote Hi-Build also goes from strength to strength with an order from Taylor Woodrow (Building Exports) Limited for over £3,000 worth of the product.

The Building Products Division tell us that over 1700 kegs of Flashband have been ordered for use on the Thames Mead Housing Site. The product was specified by the Greater London Council to be used for repairs end rectification of the original 'waterproofing on the project.

The Industrial Division have had an order for 5,000 rolls of Twinstik from Cosywrap and 63,000 ft of RDM,2537 from Crane Fruehauf-

## **EXPORT SALES NEWS**

As reported earlier/ Mr. Knowlden has just returned from a visit to sundrenched Spain and Portugal and has the following items of news about our Licensees and Associates in those countries.

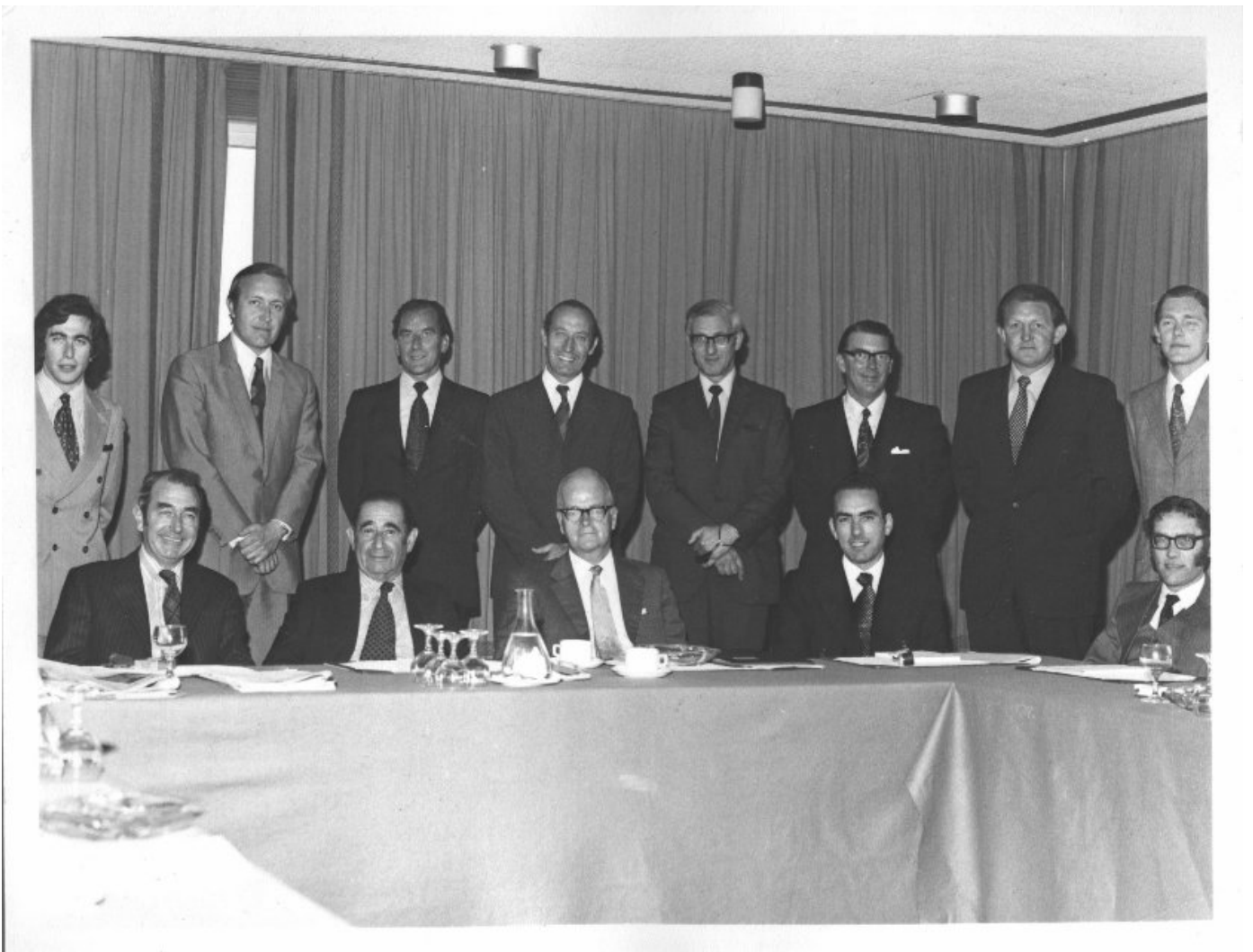
Somaco (in Portugal) find business in adhesives and mastics going well and they are now at the stage of seriously considering a new factory on a new site.

Also in Portugal, Tito Pereira de Sousa manufacture Mellitol and are enjoying good business in spite of a recess in the Portuguese building trade. They are Losy establishing Flashband in Portugal.

Our Spanish Licensee for adhesives Industrias Seloc S.A., hss now moved to a new factory 25 kilometres from Madrid end expect a good expansion of business during the next year.

Our new Licensee for mastics and Flashbend Panniker S.A., of Barcelona is installing machinery for mastics and production is expected to start about September. They are also beginning to move Flashband.

## THE GANGS ALL HERE



For the first time in its history, the Evode Group held a top level conference for all Managing Directors of its U.K. and Irish Republic subsidiary companies on Thursday, 12<sup>th</sup> July, 1973 at the Post House, Newcastle-under-Lyme.

The objective of the conference was to enable Managing Directors to present individual 2-year plans to discuss corporate progress and policy matters affecting the group.

Our photograph shows, left to right, seated:

Mr. F.B. Lynch - M.D. Evode Industries Ltd., Eire; Dr. H. Simon - Chairman and Joint Managing Director Evode Holdings Ltd; Mr. J.E. Linnell,- Financial Director Evode Holdings Ltd; Mr. B. Liss, Joint Managing Director Evode Holdings Ltd; Dr. B.S. Jackson - Technical Director Evode Ltd.

Standing:

Mr. A.H. Simon - Corporate Planning Director, Evode Holdings Ltd; Mr. T.Q.D. Dunlop - M.D. Evode (Export) Ltd; Mr. K.J. Robinson - M.D. Louis Holt (Chemicals) Ltd; Mr. M.E.J. Wright - M.D. Cox & Wright Ltd; Mr. V. Vohralik - M.D. Vik Supplies Ltd; Mr. J. Cardy - M.D. Allweather Evode Paints Ltd; Mr. J.R. Willetts and Mr. A.A.R. Cobbold --Joint M.D.'s Evode Waterproofing Systems Ltd.



# **EVODE NEWS CIRCULAR**

## **ISSUE 63 SEPTEMBER, 1973**

### **EDITORIAL**

#### **COOKS TOUR OF THE PRINT ROOM**

You have probably wondered (and if you have not you should have done) how it is that we can maintain such a consistently high standard of production of the Group News Circular, and particularly how from Time to time we can include photographs when the subject merits it. The News Circular is entirely an Evode production --the product of our own Print Room, which is in the charge of Mr. Barry Cook. We thought you might be interested to learn a little more about this department and Mr. Cook has provided the following information.

The Print Room is manned by Mr. Paul Burton, ably assisted by Miss Penny Poxon.

Over A 12 month period 900,000 sheets are printed when the print run may be as little as 10 for photographs for the Licensees Department or up to 150,000 for multiset forms for the Distribution Division. The 900,000 sheets after the completion of the print were costed out at £2,500 which included a small percent-age of 'profit' which brings the average price per 1,000 sheets down to £2.77 per 1,000 i.e. well below that of normal commercial prices. The paper used forms a combination of seven standard sizes, 43 different types and 10 different thicknesses.

#### **DISTRIBUTION RE-DISTRIBUTED**

The Distribution Division held a Sales Conference on Thursday, 23<sup>rd</sup> August when changes in the management structure of the Division were announced. The changes are effective from 1<sup>st</sup> October, 1973 and are as follows :

The number of Regions has been reduced from 4 to 3, and a new management position of Area Manager created, to cover both the South Eastern and South Western part of England.

Those two positions will be filled by Mr. John G. Morris and Mr. Gordon Kerr, who will be responsible to the Eastern regional Manager, Mr. Craig Ferguson and Western Regional Manager, Mr Judd Morris.

#### **THE WIDDOWS MITE**

The Company will be getting its contribution from our first woman sales representative, Mrs. Jill Widdows of the Distribution Division, who took up her appointment on the Wholesale side of the Division in the North London area on the 1<sup>st</sup> September.

#### **EVODE WATERPROOFING SYSTEMS LIMITED**

Although well publicised on the notice boards and circular list of 20<sup>th</sup> August, it is perhaps just worthwhile giving a reminder of the fact that the new appointments then announced will take effect on 1<sup>st</sup> October, 1973,

#### **LYNCH FLEES EIRE**

Mr. F.B. Lynch, Managing Director of Evode Industries Limited, Dublin has flown with Mr. V. Vohralik, Managing Director of VIK Supplies Limited to attend the Milan exhibition at which our Italian Licensee, Zucchini is exhibiting.

#### **NEW APPOINTMENT**

Miss Jane McEwan joined the Distribution Section in the Sales Office.

## **VISITORS TO THE COMPANY**

Mr. Oksanen and Mr. Shakier of our Finnish Licensee Valke Osakeyhtio visited Evode early in September.

Mr. Gattehel from Polyvinyl Limited, Andola, Zambia and Mr. Varicek from our Agents in Singapore visited Evode (Export) Limited.

Mr. C. Mulverstedt of the West German adhesive company Ardal visited Evode in August.

Mr. Steeban and Mr. Provost from the company Rectavit in Belgium and Mr. Toxveard from Fresko, Denmark visited Louis Holt (Chemicals Limited). Both companies have been Louis Holt agents.

## **DISTRIBUTION FLOG FLASHBAND**

As a result of promotional activity, the record for the weekly sales of Flashband through the Division, has been broken 6 weeks in the last 8 with the final figure being some 400 kegs greater than the previous record.

## **GOOD TIME BOND**

Independent market research shows that the new product TIME BOND has established itself as a consumer product. The 6 month launch programme will be augmented with the substantial sales campaign during the Autumn and so far all looks well with this new product.

## **INDUSTRIAL SALES ITEM**

Neolith, manufacturers of wood wool slabs, have placed a contract order for 100 tonnes of RDB.4504.

## **ALLWEATHER FORECAST**

News from our colleagues at A.E.P. contain a lot of items, but particularly of interest are some export orders totalling over £12,000 for

various paint products destined for Kuwait, Japan, Norway and Glasgow.

A.E.P. are also concluding a Licence Agreement for the manufacture of our materials in Turkey.

## **BARRETT GETS SEX IN MANSFIELD**

A 10,000 metre run of ANCHORBAR Sc and ANCHORBAR SE<sub>x</sub> is being used as specified in a new shopping centre development in Mansfield. The engineers changed their specification to ANCHORBAR because of the advantageous features of this new product. This specification is the work of Mr. Barrett of the Architects and Engineers Advisory Department. Mr. Barrett also co-operated with Evode (Export) Limited in obtaining an order for the roof waterproofing system for the new Hilton Hotel at Bahrain.

## **HOLT - MAJOR ROAD AHEAD**

It is anticipated that the re-building of the factory at Louis Holt (Chemicals) Limited will be completed early in November. As a result of the exhibition at Pirmasens, Louis Holt have commenced business with a large shoe manufacturer in Miami, Florida.

## **RUSSIANS PUFFED OUT**

The enterprises of Vik Supplies and Louis Holt have obtained an order for 92,000 square metres of toe puff material destined for the U.S.S.R.

## **NEWS ABOUT SHIRLEY AND DR PJC COUNSELL**

The Company are members of the Shirley Institute. If anyone would like further information or particulars about the Shirley Institute, Dr. Counsell, Research Manager is our contact man with the Institute and can be asked for details.

# **EVODE NEWS CIRCULAR**

## **ISSUE 64 - OCTOBER, 1973**

### **EDITORIAL**

You may wonder where all the items come from that appear in the Group News Circular. They are contributed regularly by a selected but not necessarily select group of people in the Organisation, mainly associated with our sales activities. Sometimes the number of items and their interest inspires a fairly racey style for an issue of the G.N.C. and on other occasions, and this looks like being one of them, the material is fairly pedestrian in character. This is in a way an appeal through the back door for the contributors to carry on with the good work and keep up a flow of newsworthy items, but this appeal must also be coupled with a thank-you from the Editor on behalf of all the readers for all the work involved in these contributions.

### **SHE'S A BEAUTY**

To start off with a bright and cheerful item we are pleased to report that Miss Gail Addison, Adhesives, entered for Miss Recreation 1973 of Great Britain Beauty Competition. Out of 130 entrants Miss Addison reached the final of 8, which was held at the Lindon Hall Hotel, Bournemouth on 23<sup>rd</sup> September, 1973.

### **FLYING VISIT**

We have had a host of visitors from over-seas in the last month and these are noted below. These show how strongly international are the activities of the Evode Group.

Mr. P.S. Goodman from Ajax Distributors Pty. Ltd., Australia visited Stafford on the 13<sup>th</sup> and 19<sup>th</sup> September, 1973.

Mr. & Mrs. Geib from Quimisinós, Brazil in connection with a new manufacturing arrangement in Brazil for Evo-Stik adhesives.

Mr. Nofimex from Fez in Morocco visited Vik Supplies and Louis Holt.

Mr. Abou Zahrar from Jordan visited Evode to discuss Evo-Stik adhesives.

Mr. Keijzer accompanied by Mr. Knijnenburg, the Sales Manager at our Dutch Licensee, Simson, visited Evode for three days from 9<sup>th</sup> October.

### **Cox & Wright Limited received the following visitors .-**

Mr. Smith - Dunlop Division of Australia, Mr. E. Haskins - a footwear consultant from South Africa.

Mr. Beck and Mr. P. Knew of Watson Footwear, South Africa.

A party headed by Mr. Basil Matzapoulos from Eddles/Edworks, South Africa.

Mr. Ray Pearson from the Shoe Corporation of South Africa.

Mr. D. Orme of Panama Shoes, South Africa. A representative from Zapatos Industries, Mexico.

Two visitors from Fabia Products, New Zealand.

### **Aliweather Evode report the following visitors**

Mr. David Dunlop and Mr. M. Stead from Evode (Export) Ltd., who will be handling sales of Pitakote Hi-Build exclusively in 9 countries abroad.

Mr. Malik Gorgon from the new Aliweather Licensees in Turkey.

Mr. G. Vanicek from Singapore, who placed his opening order through Evode (Export) Ltd., for Pitakote Hi-Build.

Mr. Reg Roseman from South Africa.

**Members of Cox & Wright's staff made the following overseas visits :-**

Mr. M.E.J. Wright, Mr. W.T. Clifton, Mr. J. Watts and Mr. M. Hoogervorst were in attendance at the Paris exhibition where C & W machinery was on show.

Mr. W.T. Clifton, Mr. L. Mikolajewicz and Mr. M. Hoogervorst were in attendance at the Elda Exhibition.

Mr. L. Mikolajewicz also visited Holland and Mr. R. Pinnock visited Spain regarding machinery already installed.

**WHO'S WHO**

Mr. W.T.G. Clifton has been appointed to the Board of Directors of Cox & Wright Limited.

Mr. G.A. Dell has been appointed to the Board of Directors of Allweather Evode Paints Limited,

Mr. R.G. Allsop has been appointed to the of Assistant Inventory Manager,

Mr. R. Werrillow his been appointed Chemist in the Group Analytical Laboratory.

Mr. P.G. Baxter has been appointed to the post of Deputy Production Manager.

J.E. Heed, C. Eng., F.I.Mech.E., F.I.Plant E., has been appointed to the post of Chief Engineer, Stafford, with the effect from 2<sup>nd</sup> January, 1974, reporting to Mr. J.M. Binks (Works Manager)

Mr. Head will be responsible for the design, purchase, manufacture, installation, commissioning and maintenance of plant,

buildings and services on the Stafford site and for technical advice to Licensees and customers on engineering matters.

Mr. A.J. Drage has joined the sales force of Vik Supplies Limited, within the Midlands area. Mr. Drage was formerly with the Material Testing Laboratories of the British Shoe Corporation.

**NEWS FROM THE SALES FRONT  
BIG STIFF AT VIK**

Vik Supplies report an order for 40,000 sheets of Vikform Stiffener received from Eatoughs Limited.

**ALL TIME ALLWEATHER**

Allweather Evode Paints tell us that despatches in August were an all-time record. A.E.P. send us many interesting news items but of particular interest this time to some of the "old stagers" at Stafford will, be the news that one or two of the "golden oldies" are still going strong. This month A.E.P. report orders for several thousand pounds worth of Evotect and a sizable export order for. Evonamel.

Evode (Export) Limited tell us that we are now getting orders for Flashband from Valke our Licensee in Finland.

Allweather again have sent us details of some sizable export orders including deliveries to Iran and Cyprus.

**WATTS NEWS ABOUT BARRETT**

An export order from Cementation Overseas Construction Limited has been success-fully negotiated by Mr. E.J. Watts of Evode (Export) Limited and Mr. G.B. Barrett. The products are Flashband and the Evode Waterproofing System to a total value of almost £15,000. The products are being used at Medinat Qaboos to water-proof the roofs of houses in a small township.

## **COX & WRIGHT SHOWING OFF**

Cox & Wright exhibited at the Semain du Cuir in Paris and the Ficia Exhibition in Elda, Spain. Enquiries at both exhibitions were very encouraging.

## **MR. VENTON'S ADDRESS**

Mr. H. Venton, Chief Chemist of the Building Products Laboratory gave a very well received lecture on cement admixtures to a meeting of the Concrete Society at Leicester on 12<sup>th</sup> September, 1973.

# **EVODE NEWS CIRCULAR**

## **ISSUE 65 - NOVEMBER, 1973**



### **VIN WEAVER RETIRES**

Showing a remarkable recovery from his recent illness, Vin Weaver retired on the 31<sup>st</sup> October, 1973, a presentation being made by the Chairman, Dr. H. Simon. Dr. Simon described the history of Vin Weaver's career with Evode and presented Vin with, amongst other things, a lawn mower. A man of few words Vin replied only briefly thus missing a golden opportunity to make some "cutting" remarks. There will be many of us who will remember - "I worked with Vin Weaver on the first bitumen plant or I worked with Vin Weaver on the first tube filling layout, or the first this or the first that." Always fond of a wisecrack we are sure that Vin won't mind if we close with the remark made by the circus manager when the human cannonball retired - "You can't get men of his calibre these days."

## **NEW APPOINTMENTS**

MR. J.D. EARLE has been appointed to the post of Superintendent, Mastics, reporting to Mr. C.C. Cooper (Production Manager) with effect from 3<sup>rd</sup> December, 1973.

MR. R.J. BINNINGTON has been appointed Product Group Manager (Distribution). Mr. Binnington will be responsible for the marketing of the Consumer and Building ranges of products.

MR. P.L. BROOK has been appointed Assistant to the Group Marketing Manager.

MR. R.D. SYKES has been appointed Building Product Manager.

MRS. JOYCE VENTON has been appointed Secretary to Mr. A.A.R. Cobbold as General Sales Manager and Joint Managing Director of Evode Waterproofing Systems Ltd.

## **THE PROTECTION RACKET**

Allweather Evode Paints are still busily engaged in the protection racket. Just to highlight a few of the activities, the West Midlands Gas Board and the Gas Council have ordered chlorinated rubber paints to the value of £2,500.

Irvine Development Corporation have specified and ordered over £2,000 worth of Evozin.

British Rail ordered over £4,000 worth of emulsions in October.

The British Steel Corporation ordered over £1,000 worth of Evotect, and old Staffordians will be interested to learn that Mr. Hope is still selling Evotect to Army Barracks, having just got an order for over £1,000.

## **REGAL RENOVATIONS**

Not only have Allweather Evode painted the swimming pool at Windsor. Castle, but now

Pitakote has been used on the kitchens at the same establishment. The next step could well be the Tower of London if these jobs are not a success.

## **COX & WRIGHT THUNDERSTRUCK**

Whilst sales representative Mr. K. Haverson was occupying a small hut, the exact nature of which was not specified, he was struck by lightning during a recent thunder storm. Fortunately Mr. Haverson was not seriously injured, although two companions were taken to hospital but not detained.

## **INDUSTRIAL DIVISION NEWS**

We have received an order for 36 tons of Thermaflo 6820 from the British Steel Corporation.

We shall be exhibiting adhesives and ancillary equipment at the Industrial Woodworking Exhibition to be held December 4<sup>th</sup> to 8<sup>th</sup> at Olympia.

## **VISITS and VISITORS,**

Dr. H. Simon attended the meeting of the European Adhesives Federation held in Brussels on the 9<sup>th</sup> October, 1973.

Mr. V. Vohralik visited Holland on 31<sup>st</sup> October and 1<sup>st</sup> November, 1973.

Mr. K.J. Robinson visited Canada, the U.S.A. and the West Indies on behalf of Vik Supplies and Louis Holt. Whilst in the U.S.A. Mr. Robinson attended the Atlantic City Exhibition.

Cox & Wright report that Mr. J. Keys visited France regarding machinery installations and Mr. L. Mikolajewicz visited Bata, Holland regarding their Selecta machine which was damaged in their recent fire.

Mr. Guy Lefaivre of MacFarlane Lefaivre Ltd., has paid two visits to Cox & Wright recently.

**Allweather Evode received the following visitors :**

Mr. J. Elliott from Canada, and  
Mr. T. Kobayashi from Japan.

**THOUGHTS OF CHAIRMAN VEE**

A Symposium on adhesives and rubber technology was held at the Hotel Russell, London on October 10<sup>th</sup>. This was chaired by our Mr. V. Vohralik, Technical Director of Evode Limited.

**CLEWLOW GLUELINE**

Mr. N. Clewlow, formerly Vik representative now in Australia, has, we hear, built a holiday home by bonding the cladding panels to the framework with a gunnable contact adhesive - this must have been on BONDI Beach.