



ISSUE THIRTEEN - OCTOBER 2010

Global Newsletter

Hi-Force NEW Group Headquarters handed over

On Thursday 22nd July 2010 a formal building handover ceremony was held in the reception of our new Group Headquarters at Prospect Way, Daventry. The ribbon cutting ceremony was carried out by the Chairman of Daventry District Council, Mr. Kevin Perry in front of senior members of Daventry District Town Council, Interserve, the construction contractors and Senior Management of Hi-Force.

During his opening speech Chairman Perry congratulated everyone on a fantastic achievement to bring this building to completion in just over 40 weeks from the ground breaking ceremony.

He also expressed how proud the Council were that manufacturing in Daventry, by companies like Hi-Force, clearly demonstrated the exceptional skill set of employees, available in the local area. Chairman Perry went on to say: **"The fact that Hi-Force manufactures and supplies to over 100 countries worldwide, including China, was testament to the quality and strength of Hi-Force, a company based in Daventry since 1972."**



Pictured above (left to right) Kevin Brown Hi-Force Group Managing Director, Gordon Kew, Associate Director of Interserve (the builders of Prospect way premises) and Mr. Kevin Perry Chairman of Daventry District Council, outside the new Hi-Force Group Headquarters at Prospect Way.

During his acceptance of the building speech Kevin Brown, Group Managing Director of Hi-Force also thanked everyone involved for a tremendous team effort to deliver this building on time and within budget! In a sometimes entertaining speech, Kevin gave the assembled dignitaries, which numbered over 50, a short history of Hi-Force, plus announced the creation of a further 21 jobs as a result of this expansion.

The below picture shows the front view of the NEW Hi-Force Group Headquarters based at Prospect Way.



Take a tour around the factory at the NEW Hi-Force Headquarters!

Distributors and staff can now take a tour of the factory and experience how Hi-Force tools are made in its impressive NEW facilities based at Prospect Way, Daventry.

Visit www.hi-force.com and go to "Information" then "Movies" to view the corporate videos where you will be able to take a factory tour, and also see our very own Dave Cawton (Hi-Force Workshop Foreman) assemble a Hydraulic Torque Wrench from scratch in his step-by-step video!



A snapshot taken from the "Factory Tour" video

2011 Global Business Partner Conference dates announced

Group Managing Director, Kevin Brown has announced that our 12th Annual Business Partner Conference will be held in the UK, for the first time, between 14th to 18th April 2011!!

Whilst announcing the date Kevin added: **"I am very proud that finally, Hi-Force UK will be in a position to host this most important event in our calendar, which is now made possible due to our move to our new corporate head office and manufacturing facilities in Prospect Way, Daventry. We strive every year to make our Conference better than the last one and 2011 here in UK will be no exception!! We look forward to welcoming our largest delegation ever to our new home so please get these dates booked in your diaries!!"**

Hi-Force Dubai Regional Office to relocate to larger premises

Following on from the recent relocation and expansion of our UK Headquarters, Craig Brown, Managing Director of Hi-Force Middle East, has announced that our Dubai office will also be expanding into larger facilities, within the next 4-6 months!! This latest relocation, our fourth since establishing ourselves in Jebel Ali Free Zone, Dubai, way back in 1992, is our biggest and most ambitious yet. The new premises comprising of a total built up area of 2,500 square metres, on a 5,000 square metre independent plot, is some 2 1/2 times bigger than our existing facility. Additionally with the changes in property ownership laws in the U.A.E. in recent years, the Group Board took the decision to outright purchase this new premises, rather than continue with the existing and earlier rental option. Whilst the capital outlay for the new facility is substantial, so will the drop in our overhead expenses, once we move in and cease to pay building rental costs. The new facility is located approximately 4 Km from our existing facility, however is still within the huge Jebel Ali Free Zone industrial area.

Negotiations with the previous owners of the building were concluded on 31st August 2010 and the building is now ours!! However there is quite a considerable amount of renovation and modification work required and this is expected to start on or before 1st November 2010, subject to completion of design drawings and building regulation approval, which is currently in the hands of our design consultants. The work will include a brand new office block, fully integrated air conditioning system, extensive yard and perimeter wall maintenance and front of the building landscaping.

Immediately following the completion of purchase, on 31st August 2010, at the JAFZA offices, Craig Brown commented: **"Whilst the new facility does need a considerable amount of modification and repair, its location and layout will be perfect for the current and future needs of our Middle East office, hopefully for many years to come. Obviously being a significantly larger premises**

it will enable us to continue to expand and improve our service levels to our customers throughout the Region. With the modification and repair work scheduled for completion in early January 2011, I and all of our Middle East Team are looking forward to settling in to our new home before the end of January 2011."



In the above picture: Craig Brown (second from right) with Toufic Kreidieh and Yasser Beydoun (previous owners) and Maryam Al Falasi of JAFZA at the transfer of building ownership meeting on 31st August 2010.

Hi-Force 40pg English Catalogue now available!



The Hi-Force Marketing Department has created a Condensed 40 page English Catalogue to meet further demands of its distributors. The catalogue, which has been designed for quick and easy reference of the most popular Hi-Force products, has just 40 pages which will make it the ideal marketing tool for direct mail campaigns targeting smaller markets.

The condensed catalogue is already available to download in English and German from www.hi-force.com, and will also be available in other languages including: French, Italian, Indonesian, Malaysian and Norwegian. Printed and personalised versions of the English catalogue are now available from Hi-Force Headquarters. Please contact your local Hi-Force Regional Office or distributor for more details.

Take a LOOK at the NEW Hi-Force Website!



Hi-Force have launched a completely NEW LOOK website which shows further testament to the growth that is taking place at Hi-Force headquarters, and worldwide! The new website, produced by Mar Noordhook (Hi-Force Sales & Marketing Director), is now easier to navigate offering users more information than before.

Mar commented **"Since we launched the website back in August, we have experienced a significant increase in visitors to the site compared to last year! The website at this stage is still work in progress, but I feel it is already a step up from our previous website. It now incorporates a fresh new look with a simplified layout, all of which are important to the Hi-Force brand image!"**

This is the first of 4 NEW websites, with 3 more to hit your computer screens soon... including: BoltRight (Hi-Force's Bolting Software), ToughLift (Hi-Force's NEW and innovative jacking system), as well as a new look website for H.E.S Sales Limited (a sister company of Hi-Force UK).

To take a look at the NEW website visit www.hi-force.com. You will find all the latest Hi-Force news, product information, and images and video of the NEW Hi-Force Headquarters based at Prospect Way, Daventry!

If you have any comments about the NEW website we would be happy to hear from you! Please email your feedback to: webmaster@hi-force.com

ATC aim high for the Irish market

Newly appointed Regional Sales Manager Adam Turnbull and Hi-Force Training Manager Steve Wakelin visited Irish Distributor Advanced Technical Concepts between the 3rd & 4th August 2010.

ATC's new Managing Director Marie Clifford is looking forward to drive the Hi-Force sales activity in Ireland further this year by strengthening the ATC sales team in readiness for the task. During the visit Steve Wakelin held a training workshop using many of our brand new training animations, designed by Steve together with International Sales and Marketing Director Mar Noordhoek. Additionally some practical hands-on training was organised in the ATC workshops, giving all in attendance the chance to operate some of the wide range of Hi-Force tools. Steve Wakelin excelled in his new, recently appointed position of Training Manager and he is now eager to start developing our in house training programmes. For some time now Hi-Force has been pushing hard to bring the critical issue of product sales and technical training to the forefront of all of our Business Partners sales strategies, which further demonstrates Hi-Force's commitment and investment into training and support of our Business Partners worldwide.

Also during the visit Adam and Steve visited several end users, all of which showed great potential for Hi-Force especially the trip to Moneypoint Generating Station in Kilrush, Co Clare where the group had the added excitement of participating in a safety fire drill!

Pictured below (Left to right) Aiden Cafferky (Engineering Consultant, ATC), Steve Wakelin (Training Manager, Hi-Force) and J.J.O'Brien (Engineering Consultant, ATC) pictured at Moneypoint Generating Station.



Visit ATC's BRAND NEW WEBSITE
www.atc-ireland.com

ToughLift order supplied to major tyre contractor

In August, a proud Sean Brophy (Hi-Force South Africa, Sales Representative) handed over his first ToughLift delivery to a major tyre contractor who works on the mines nationally. The order, which included an impressive 4 TL150A520 150 tonne ToughLift Jacks, was delivered on site to the client who was very impressed with the product and the service received from Hi-Force!

The picture below shows one of the TL150A250 150 tonne ToughLift jacks in action!



SPONSORSHIP NEWS

NEW partnership signed with Northampton Sileby Rangers

Hi-Force UK and HES Sales Limited continue their ongoing support of local amateur football, as Group MD Kevin Brown announces a new partnership with local team Northampton Sileby Rangers who play in the United Counties League, level 6 of the FA football league system.

Hi-Force UK Regional Sales Manager Adam Turnbull holds the position of joint first team manager and was present, on Saturday 14th August, to see the team start their season away to Buckingham Town. Proudly sporting the new away kit in H.E.S. Sales colours, Sileby collected all 3 points in a 3-2 victory courtesy of goals from Jamie Cunningham, Nick Worley and Mike Anker.



Pictured above: (Far Right) Team Captain Joe Rich lines up for the pre-match photo

EXHIBITIONS

Plovdiv International Fair, Bulgaria

The Plovdiv fair was established in 1892 as an Industry and Agricultural show. The modern International Fair Plovdiv is now the largest in South-Eastern Europe.

On 27th September - 2nd October, Hi-Force was once again represented at The Plovdiv Fair by Euromarket Group, the leading supplier for all industry in Bulgaria.

This was highlighted by their mass presence at the fair, every corner turned saw another Euromarket stand displaying their many products. A Hi-Force display stand was set up in their specialist tools section and Nikolay Ivanov (Specialist Tools Division Manager) and Kaloyan Denev (Sales Engineer) were delighted with the interest shown and the enquiries made about the Hi-Force products.

Despite the thousands of companies that exhibited at Plovdiv this year Hi-Force was the only manufacturer of Hydraulic Tools on display, highlighting to both companies that now is the right time to drive the Hi-Force Brand in Bulgaria.

Picture below shows (Left to right): Kaloyan Denev (Sales Engineer) and Nikolay Ivanov (Specialist Tools Division Manager).



Two ToughLift's SOLD off the stand at Electra Mining Exhibition, Africa

Electra Mining kick-started October for Hi-Force South Africa with a 5 day long show held in Johannesburg. The 5th appearance at the show for Hi-Force was as successful as ever with over 250 promising leads, not to mention the two ToughLift's sold right off the stand on Day 2 by Hi-Force distributor Mark Denby of SA Tools!

The second largest mining show in the World, attracted more than 33,000 eager visitors to the 739 exhibiting companies. The local Hi-Force team as well as Dubai Managing Director Craig Brown and Marketing Executive Laura Brown, were all on hand as visitors,

predominantly from the mining industry, flocked to the stand. Electra Mining has certainly assisted Hi-Force in raising the company's profile across the region, and in turn should support Hi-Force South Africa in achieving the objective of increased market share, against the well established competitors in the area. As a potentially huge market for Hi-Force, there are exciting times ahead for this regional office.

The below picture shows the Hi-Force team with their impressive stand at the show. (Left to Right) Roy Pursey, Heino Seraphim, Craig Brown, Laura Brown, Vincent Govender and Sean Brophy.



Asean Oil and Gas Expo 2010

Hi-Force Malaysia office participated in their first ever exhibition on the East coast of Malaysia, at the Sabah Trade Centre in Kota Kinabalu. The Hi-Force stand was ably manned by Andy Robinson (MD of our Malaysia office) and his senior sales team of Natesh Kumar and K.C. Cheong.

The event welcomed over 3500 visitors throughout the four days and interest in the Hi-Force product display was in Andy's words "a huge response". In fact in Andy's post exhibition report he commented:

"We handed out hundreds of Hi-Force catalogues and even sold several products directly off the stand, which even after all the international exhibitions I have attended with Hi-Force, was a first for me!" Andy went on to say **"....the nice thing about selling products off the stand is that we did not have to pack them away after the**

exhibition!"

Kota Kinabalu is located in the State of Sabah, Borneo and 80 kilometres to the east of Kota Kinabalu is Mount Kinabalu, the highest mountain in Eastern Asia at a height of 4,095 metres (13,435 feet) above sea level.



Pictured above (Left to right) is Harry C H Teo, (Sales Manager) & Mr Chung (Director) from SMES Electrical based in Kota Kinabalu Sabah Malaysia and Natesh Kumar (Sales Manager for Hi-Force Malaysia)

STAFF NEWS

Birthday celebrations!

There have been some big birthday celebrations amongst the Hi-Force family in the last couple of months...

Mick Bell, Director of Hi-Force Australia turned 60 back in July and celebrated his birthday with friends and family at his home in Mandurah, WA Australia. A good time was had by all, especially by Mick as he decided to wear a wig for the occasion!

Other celebrations included Lin Whaymand Hi-Force Group Finance Director who also turned 60 in September, and Tony Cardoza (HES Workshop Technician) who turned a nifty fifty back in July!

The directors blow their trumpets!

Group MD, Kevin Brown and Middle East MD, Craig Brown made a trip to Hi-Force South Africa office, in June 2010, to coincide with the FIFA Football World Cup. During a visit to the Hi-Force office in Midrand, General Manager Vincent Govender presented Kevin and Craig with personalised England supporter safety hats, plus of course a now famous Vuvuzela trumpet, which was surely the major symbol of the first football world cup in Africa.

Pictured below are Craig and Kevin trying to make some noise with the Vuvuzela's outside the Hi-Force South Africa Office!

