

NORTH BRITISH

NEWS

US The House Organ of
THE NORTH BRITISH RUBBER CO. LTD.
 Affiliated to UNITED STATES RUBBER COMPANY

PRODUCTION, DEVELOPMENT AND SELLING SKILLS OUTSTANDING

V. M. WALLIS, Marketing Director,

reviews last year's achievements : looks forward with confidence to 1964

1963 has been a year of extensive re-organising and re-equipping the Sales Divisions of The North British Rubber Company for the successful years which we are confident lie ahead of us. Sales Divisions are stronger, better trained, and in great spirit for this task.

Our customer servicing has been overhauled and improved. 1963 saw the acquisition of new branch premises at Glasgow and Manchester, with a considerable extension of our facilities at Bristol. We now have fine modern branches throughout the country, and new identification signs will soon pick them out as an advertisement of a modern forward-looking company.

The first company-wide Sales Conference for some ten years was successfully held in March at Selsdon Park, and the new incentives, training, customer servicing, and additional new products promised to our salesmen at that time have all been implemented. Pledges were given to the Production, Development, Control and P. & I. P. personnel present at the Conference that the excellent products and services provided from our factories would be aggressively and successfully sold against competition in the field, and these pledges have been carried out.

In order to support and publicise our expanding Sales and products in 1963, and in the years ahead, a new advertising agency—Clifford, Bloxham and Partners—was selected and we have quickly worked together with them successfully. Although the product headings will be dealt with separately, our colleagues in our Edinburgh and Dumfries factories will see the results of our work together with the agency in the television feature films which will be shown on Scottish and Border Television in 1964, and which I consider some of the most exciting tyre advertising I have ever seen.

Tyre Division

THIS Division, under General Sales Manager, Dave Crook, concentrated its energies in 1963 on expanding its replacement tyre market with some considerable success. Sales have increased and our percentage of the total market has gone up in both passenger and heavy service tyres. Extra salesmen have been engaged to give better territorial coverage, and in addition to our branches, tyres have been made available from new stocking points in populated areas throughout the U.K. The Division has completed an intensive sales training programme and significantly some of the sales competition leagues are headed by new salesmen who have quickly assimilated their training and are hard selling the U.S. Royal range.

Our television linked dealer selling programmes have been carried forward in Wales, the West Country, and Southern England, and these programmes will be concentrating principally on Scotland in 1964.

Consumer Products Division

HEADED by Reg Purnell, General Sales Manager. This Division has expanded, particularly its new products, and pushed up dramatically sales of Tretaire and Keds Leather Casuals.

In our traditional Waterproof Footwear market an increasing share of this has been won, and the Division intends to retain it. Particularly in the very severe winter in early 1963, the steps taken to increase stocks in our branches paid handsome dividends.

Towards the end of 1963, the new Royalform furniture was introduced and already considerable orders have been received, and the line is being expanded.

Fire Protection Competition at both factories



Mr. Coston, Heathhall Factory Manager, presenting a £5 award to D. Spragg, Costing.

In support of the Fire Protection Campaign organised by the Fire Protection Association a propaganda display and competition was set up at both factories from the 1st to 14th December 1963.

The competition required the selection of the ten most frequent causes of fire from a stated list of twenty on the entry form.

The correct list was compiled from the Association's own statistics and all entries submitted were checked against this list which was also available in poster form for display on notice boards for confirmation of results.

Heathhall Result

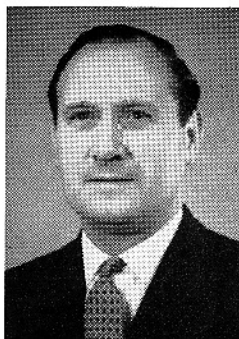
THE value of the prize for Heathhall was £5 and this was won by D. Spragg, Costing, with a nine out of ten points win.

At Castle Mills

No person supplied the correct solution, but three had some of the answers right and they each received a consolation prize.

The nearest solution was submitted by G. J. Grannum, Royalite, who received 30s. The next best solutions were submitted by P. Curran, East Mill, and J. Sutherland, Gate Police, who each received 20s.

The correct solution has been posted on all notice boards.



V. M. WALLIS

Mechanical Division

THIS complex Division handled by General Sales Manager, Tom Lee, has been extensively re-organised and strengthened in certain important areas like the Automotive field, particularly at Sales Manager level.

1964 promises a great up-surge of business in the Automotive area, particularly in the Foam seating field where North British have introduced several revolutionary seating features which were spotlighted in very successful sales exhibitions staged especially for the Midland Group of Automotive companies. New styling for the Ford and Vauxhall companies enabled us to be major suppliers on their new models.

In the general Plastics field notable successes were scored with aircraft seating for the new Vickers VC10 and Belfast Freighter, and many new Royalite Industrial Containers were introduced.

In the Industrial field, a considerable expansion of our High Pressure Wire Braid Hose sales took place, and in the export field our floating oil hose, which has received considerable worldwide publicity, continued to make spectacular gains.

Among other new products in the Industrial field, Nylus Conveyor Belts, Traffic Cones and Signs, and Tip-Trak belting figured prominently.

PowerCrip Timing Belts continued with expanded sales, and many new items of industrial machinery carried this belt.

General Summary

A COMPANY lives by the quality of its products: the professional competence of its salesmen: good management: and continuing expansion into new fields.

By this test, 1963 was one of the most important in the company's history, and Sales Divisions

PRESENTATION TO TOM DOIG

ON 11th December, a presentation dinner was held in the Wee Windaes Restaurant, Edinburgh, for T. R. C. Doig and Mrs. Doig. Mr. Doig, Quality Control Superintendent (Tyres), has joined the International Division as Technical Manager of the Premier Tyre Company, Ernakulam, India. We all look forward to seeing Tom again at North British after completion of his three-year tour.

K. J. Rouse, Technical Manager Tyres (left), presented a briefcase and, on behalf of the Company, wished Tom and his family "bon voyage".



particularly, welcome 1964 and the years ahead, with considerable expectation, and with a great deal of confidence.

We do not believe we can be matched in selling skills by any of our competitors: we do not believe that our production and development colleagues can be surpassed by our competitors either. Together, we are going forward into the very considerable future which is open to us.