



Issue 16. Jan-March 2015



NEWSFLOW

ALL THE LATEST NEWS FROM WESTCO - YOUR HEATING AND PLUMBING PRODUCT SUPPLIER



HAPPY NEW YEAR!

RINGING IN THE CHANGES AT WESTCO!

January 2015 marks the beginning of a new era for Westco. With a new management team on board, a raft of new products in the pipeline and big plans to support our customers with more efficient ordering and exciting marketing promotions we're looking forward to a BIG year.

Follow us on Facebook and Twitter (@westcoflowuk) for the very

latest updates - and please get in touch if you have any comments or ideas on the service you receive; 'continuous improvement' is our mantra for 2015 and this is only possible with your feedback!

We look forward to working with you throughout the course of 2015. Let's hope it's a happy and prosperous year for us all!



Heat • Fittings • Valves • Gas • Taps • Pre Packed



NEW MAN AT THE TOP LOOKS FORWARD TO AN EXCITING NEW YEAR AHEAD AT WESTCO.

Nick Horton, previously Sales Director for Westco, has taken over the reins of the business from Neil Johnston, our outgoing MD. Here, he outlines his thoughts on the business and plans for the next 12 months.



It's a great privilege to be taking over as MD at Westco. I've been with the business for over a year now and during my time here I've been able to appreciate first-hand, the elements of our service that have kept us at the forefront of the UK heating and plumbing market for over forty years; namely our people, our commitment to our customers and the quality and thought that goes into our products.

The industry has been squeezed over recent years, there's no doubt, but the fact that we've remained profitable and have continued to invest during this period is testament to the strength of our business.

But this is a time to look ahead. Under the new management team nothing will change in terms of our dedication to customer service and driving innovation in the products we offer, but there will be refinements to our approach. We're already implementing an improved next day delivery service and we're developing a full e-commerce platform for launch later this year, which will allow customers to order directly through our website.

We're also looking at innovating our marketing and sales support and will be running a series of new initiatives and promotions over the coming months.

Aside from ensuring the smooth running of the business however, my personal focus will be on building partnerships with our customers. Product innovation comes from collaboration – and an understanding of what our stockists want to supply to their own customers to make their jobs easier and more efficient. By working more closely together over the coming months and years we hope to raise the bar for product development for our entire industry.

Of course, a vital element of product development for Westco lies in accreditation. We are very keen to see the safest, most energy-efficient products becoming standard for all plumbers and installers and we'll continue to invest in achieving accreditation through careful selection and close working with our suppliers.

We'll be bringing you more on all of these initiatives as we move through 2015. In the meantime I'd like to personally thank all our customers for your continued support for Westco and wish you all a very happy new year.

A stylized, handwritten signature in black ink, appearing to read 'Nick Horton'.



PIPELOC SET FOR SOCIAL MEDIA PUSH

Westco's innovative all-in-one plastic pipe and fittings system, Pipeloc, is making a big splash with stockists and plumbers looking for a lightweight, easy to fit piping product.

Having recently received WRAS approval for Pipeloc's push-fit fittings, the product is now also one of the safest on the market.

To celebrate the launch of Pipeloc, we'll be running an exciting campaign via Facebook and Twitter in early 2015.

Look out for our promotion coming very soon and visit www.pipeloc.co.uk to find out more about the benefits of Pipeloc.



WESTCO SECURE NEW SOLVENT WELD RANGE.

In the past few years, Westco have increased their portfolio of plastic pipes and fittings significantly, with the likes of WRAS-approved compression fittings range, Premium Plast and the recent introduction of the innovative push-fit Pipeloc range.

This trend looks set to continue in 2015 as we welcome a full range of solvent weld waste pipes and fittings to Westco.

With a comprehensive selection of pipe and components available in 36, 43, 56mm and overflow pipe in 21.5mm, each system is designed with durability in mind, offering secure solvent jointing that is suitable for both domestic and commercial projects.

Manufactured from uPVC and made in accordance with EN1329, solvent weld fittings and pipe are available in grey, black or white.

In stock and ready to order now! Call your local area sales manager today for further information and prices.



WESTCO ANSWERS A DIY SOS!

We were recently contacted by the BBC's DIY SOS programme for help supplying plumbing and heating products for a Big Build project in Hull.

Ever ready for a challenge, we donated and managed to ship a number of items direct to site on very short notice, to help Nick Knowles' team finish the project – the adaptation of a family home belonging to a gentleman coping with the onset of serious disabilities.

We wish the family all the very best for the future.

THE SKY'S THE LIMIT FOR LEIGH CENTURIONS!

We are thrilled to be once again supporting our local rugby league heroes, Leigh Centurions, as they gear up for the 2015 season.

After a fantastic 2014 season in which they dominated the Championship; winning the Grand Final and finishing 15 points clear at the top of the table, the team will be pushing for Super League promotion this year – and Westco will be with them all the way.

As shirt sponsors once again and with our hoarding taking pride of place behind the posts at Leigh Sports Village we'll be coming to a screen near you as Sky Sports feature several of the Championship games this year.

Look out for the lads and join us on Twitter @westcoflowuk for updates on their progress.



MARKETING UPDATE

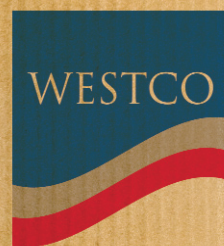
Look out for changes to Westco's marketing this year as we move towards a multi-channel approach to our communications.

Following the consolidation of our brand in 2014 – and the forthcoming launch of our brand new product guide, we'll be following up shortly with a brand new website. With a slicker look and feel, we'll be adding more news and regular updates and guidance, so you can bookmark us as a handy advice centre for your team and your customers. Later in the year we'll be adding full e-commerce functionality, so you'll be able to order directly through our website, at your usual prices.

As we update our website, we'll also be turning our thoughts to video. Look out soon for the first message from our new MD, Nick Horton, and over time, check back in with us for how-to videos and guides to our new products. (In early 2015 we'll be on the search for a plumber to take part in some of our installation videos – so if you know a budding screen star, get in touch!)

The more social media-savvy amongst you may also have noticed our increasing presence on Twitter and Facebook and we'd love to connect with more of you via these channels. We'll be running a series of promotions and competitions through the course of the year and keeping you up to date with our news and thoughts on industry issues so please follow us for more.

Of course, our own marketing is only part of the story, and helping stockists to market to their own customers is high on our agenda. If you'd like help promoting Westco products within your own outlets please contact our marketing team at marketing@westco.co.uk. We'd be happy to help.



NEXT DAY DELIVERY IMPROVEMENTS

As part of our ongoing commitment to service improvement Westco has implemented two changes to our despatch and delivery services:

- Any **next day delivery** requests must now be endorsed 'next day' and communicated to our sales office **before 12.00pm***
- **Despatch email alerts** are now created and sent to customers as soon as their consignment leaves Westco

We have taken both steps to improve fulfilment and delivery of priority orders and to ensure our customers remain informed about the status of your orders. If you have any queries at all, please don't hesitate to contact our sales office on 01942 603 351.

*Please note, we're unable to guarantee next day delivery for any requests received after 12.00pm.

Speak to your local area sales manager for your special offer prices on these Hair Catcher Wastes...

SPECIAL OFFERS!



1 1/2" Combi Bath Hair Catcher Waste

CODE: 47034



1 1/2" Bath Hair Catcher Waste

CODE: 47035



1 1/4" Basin Hair Catcher Waste

CODE: 47009

Westco Flow Control Limited

Unit C6 - William Way, Moss Industrial Estate, St Helens Road, Leigh, Lancashire WN7 3PT
Tel: 01942 603351 Fax: 01942 607780 Email: enquiries@westco.co.uk Web: www.westco.co.uk