

# NEWS FLOW

## A Happy New Year from all at Westco!

2015 signalled a new era for Westco. Managing Director Nick Horton enjoyed his first full year leading the business, reinforcing our commitment to our customers and the quality and thought that goes into our products. And, looking forward to 2016 this commitment to 'continuous improvement' remains as strong as ever.

Follow us on Facebook and Twitter (@westcoflowuk) for the latest updates and developments and if you're using social media to promote Westco products don't forget to say hello! We'd love to help share your news and offers as well as our own. We look forward to a happy and successful year for us all!

## Nick Horton looks forward to an exciting year ahead

It's been a huge privilege to lead the business over the last 12 months and as we welcome in a new year, I'm sure that 2016 is going to be just as exciting.

Our aim, as always, is to make working with Westco as easy as possible and we're pleased to announce two easy new ways to order from us.

In the autumn we launched our brand new product guide, which you can get hold of from your Westco ASM. Over 230 pages long and packed with details of our 5,000+ products, it's been designed to make finding the Westco products you need as easy as possible.

Of course, not everyone prefers a paper brochure, so we're thrilled to be ringing in the New Year with the launch of our brand new merchant website with a full online ordering service.

Our product team never sits still, and the new site includes details of our brand new

Wirquin sanitary range. The addition of Wirquin is just one new product launch we're planning this year and we'll be announcing more as the year progresses.

Aside from our new website and product guide, our marketing team have been busy this year building up our social media presence. It's the quickest way for us to get news, product updates and offers out to our customers, so if you're not already following us on Facebook and Twitter it's worth doing so.

Finally, as we head into 2016, I'd like to wish Leigh Centurions Rugby League Club, who are very close to the team at Westco's hearts, the very best of luck with their new season when it kicks off in February. We've sponsored the club for many years now and we're immensely proud of their achievements over recent seasons. If you're a rugby league fan look out for the Westco logo on the Centurions' shirts!

Until the next issue of Newsflow, I wish you continued success and a very prosperous New Year.



**Nick Horton**  
Managing Director  
Westco





## THE NEW WESTCO E-COMMERCE SITE HITS YOUR SCREEN

We're delighted to announce the launch of the new Westco product website.

With full online ordering functionality, you can now purchase all of Westco's products directly, at your agreed prices.

Easy to navigate, and packed with our full range, the merchant site is designed to help you get the most out of working with Westco and the products we supply.

Your ASM will be in touch to provide log in details.

Of course, with 'continuous improvement' the name of the game, we'd welcome your suggestions on any further improvements we can make to our website.

Please email any suggestions to: [marketing@westco.co.uk](mailto:marketing@westco.co.uk)

Check it out at [westco.co.uk](http://westco.co.uk)



### Westco sail in to help Pirates

Always keen to support local organisations, Westco were only too happy to provide help with sponsorship to the Golborne Parkside Pirates U10s junior rugby league team.

The team, which includes the son of Cathy Pendlebury (a key member of the Westco sales office for over 17 years and who now works in TAM) play their rugby league fixtures across the North West and with Westco's support hopefully the Pirates will have a treasure-filled season.

## WESTCO SUPPORTS BPMA CALLS FOR ACTION ON ILLEGAL PUMP IMPORTS

Accreditation and the safety and quality of our products remain at the heart of everything we do here at Westco. So, as well as continuing to promote the use of WRAS approved products, we're also backing British Pump Manufacturers Association (BPMA) calls for action on illegal pump imports.

With growing evidence of illegal pumps entering the UK, the BPMA is calling on the UK's market surveillance authority, the National Measurement Regulatory Office (NMRO), to take action.

There are a number of concerns over the illegal products, which do not meet the demands of the EU Energy Related Products Directive (ErP). As well as the obvious health and safety implications, these products have the capacity to place jobs, revenue, and hard-earned reputations at risk.

The BPMA intends to continue to lobby Government Ministers and MPs to engage them in this debate. It goes without saying that all Westco products comply with the strict requirements of the ErP Directive and we fully support the BPMA in its aims.

To keep up to date with on this issue follow us on Twitter @Westcoflowuk



## Hand in Hand with Charlie!

Charlie is three years old and has stage 4 Neuroblastoma; he also has Autism and ADHD.

At Westco, led by Declan McLernon and Kenny Davis, we've been helping to raise funds to support Charlie and his family financially to give them one less worry to think about as he undergoes treatment.



Dean, Dec, Ken and Paul successfully raised £500 by taking on their 127 mile Liverpool to Leeds Canal charity bike ride.

All funds raised will be spent to help to pay for travel expenses, childcare costs, to buy Charlie toys, etc. In short, anything that might make his life easier and more comfortable while he fights this disease. If you'd like to support Hand in Hand with Charlie, you can do so here:

<https://www.facebook.com/groups/1053031924715061/>

*How to make the most of:*

# SOCIAL MEDIA

Today, customers are increasingly turning online for recommendations and price comparisons. With social media playing a key role in this process, here are some top tips to help you get the most out of your social media efforts:

- 1. Understand your customer.** Understanding and satisfying customers is essential to delivering excellent service and generating repeat business. When it comes to successful social media, the more you know about your customers, the easier it is to offer a social experience that will appeal to them.
- 2. Don't be over 'salesy'.** Rather than a steady stream of product promotion, use social media to engage with your customers and to share information about what you can do for them. Talk about yourself all the time and people will start to avoid you!
- 3. Understand what you want to achieve.** To deliver results you need to establish what you want social media to do for your business, and figure out how you're going to achieve these goals. Make sure social media is integrated into, and supportive of your wider marketing and business objectives.
- 4. Be active, engaging, and responsive.** To maintain a consistent presence online, you need to post regular updates and show an interest in other people's content. The more you post, the more likely it is you'll be noticed. However, don't overdo it, you want to be seen, not annoying!
- 5. Live your brand.** Social media is more than just another way to get your business in front of its customers. It also lets you communicate your brand values, culture, and personality. And, in a competitive world, a unique brand identity can help you to stand out from the competition.
- 6. Create a content and engagement strategy.** The more content you give away, the more you will be seen as an expert in your field, and the more people will follow you so as not to miss out. A well thought out engagement and content plan will establish what you want to tell your followers and how you plan to do this.
- 7. Complete your profiles.** The more complete your social media profiles, the easier it is for others to find you and determine what makes you tick.
- 8. Less is more.** It's easy to gain (or even buy!) irrelevant followers, but they are unlikely to have any positive impact on your business. Engagement, conversations, and relationship building are what matters.
- 9. Cultivate your network.** As well as connecting with people you already know, spend some time pinpointing those you want to get to know. Find and engage with key individuals and influencers and see if you can comment on their news or join in their conversations.
- 10. Measure the success of your social media activity.** Be sure to establish some Key Performance Indicators (KPIs) to keep track of your success (and change tack where necessary).



*To keep up to date  
with other marketing  
insights from Westco,  
follow us on Twitter!  
@Westcoflowuk*

# NEW YEAR OFFERS!

Whilst stocks last we're offering these unbelievable offers on a range of taps and mixers.



	Item Code	Item Description	OFFER PRICE
1	45620	Futura Tap Pack C	£7.00 Each*
2	49200	Avanti Plumbing Pack A	£17.50 Each*
3	52055	Regent Sink Taps	£9.50 Per Pair*
4	54252	Kolyrna Eco Kitchen Mixer	£26.50 Each*
5	54257	Okavango Eco Kitchen Mixer	£18.00 Each*
6	54258	Colorado Eco Kitchen Mixer	£17.50 Each*
7	62005	Vitesse Bath Shower Mixer & Kit	£28.00 Each*
8	62010	Vitesse Bath Filler	£26.50 Each*
9	62036	Vitesse 50mm Mono Bath Shower Mixer & Kit	£24.50 Each*
10	62037	Vitesse 50mm Mono Bath Filler	£19.00 Each*
11	62039	Vitesse Wall Bath Shower Mixer & Kit	£13.25 Each*
12	62100	Vitesse Basin Taps (Pair)	£8.75 Per Pair*
13	62101	Vitesse Bath Taps (Pair)	£10.25 Per Pair*
14	94015	Xeon Mono Basin Mixer - No Pop-Up	£12.25 Each*

\*Prices are net of settlement and rebate

## NEW IMPROVED PRODUCTS



Available from January, Westco will be stocking a new improved range of end feed and solder ring fittings.

WRAS-approved and competitively priced the new range should prove very popular with the most popular, fast-moving products available in bags of 25.

For further details and prices speak to your area sales manager today!



## THE CHASE IS ON!

We're thrilled to continue our support of our local rugby league heroes, Leigh Centurions as they get ready for the 2016 season.



Sky Sports cover Leigh Centurions' signing of former 'Man of Steel' Rangi Chase.

Last year Leigh finished top of the Championship for the second year in a row and, despite not making the Super League, we're immensely proud of the team's achievements and can't wait to see them kick off against Batley Bulldogs in the Kingston Press Championship in February!

With some significant new signings – including an initial two-year contract for England half-back, Rangi Chase - our hopes of becoming a Super League club for 2017 are looking very positive.

As shirt sponsors once again, check out our logo on the new kit!

Join us on Twitter @westcoflowuk for updates on their progress.



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