

# Summer time news to beat the blues

August 2011 Issue 03

**WILLBOND**  
Plumbing Centres



## Trade customers just love BOND products

They love the quality, the price, the ex-stock availability and the BONDPOINTS credit notes that automatically follow all BOND purchases.

Our challenge is to keep the range relevant and fresh, and we think you will approve of the additions that we have made in Issue 7 of the BOND Catalogue. More bathroom suites with different bath options, a great new 4 piece sanitary ware offering, more fitted furniture and mirrors, new cutting edge washstands and a wider range of value wall and floor tiles.

## What our customers are saying about BOND

*“ Willbond is right on the money with this **BOND** stuff. I can sell it with full confidence in the quality and it is great that I don't have to order it specially; I just ring up and say I want it tomorrow and it all comes. If I am unlucky and I get a faulty item it is no problem because the replacements are on the shelf too.*

*Every quarter I get my **BONDPOINTS** credit note which really mounts up now that the Henrad radiators and Main Boilers are included and this makes settling my bills a lot less painful. ”*

**Chris Dent, Limegreen Plumbing**

*“ I have been amazed at the price and quality of the **BOND** Rixonway kitchens which are cheaper than the flat pack ones I used to buy and I save on the assembly time too. Not to mention the fact that I no longer find bits missing from the packs! I team them up with the **BOND** oven and hob packs and deliver a great value budget kitchen to my delighted customers. ”*

**Marcus Beck, RMS**

*“ We gave up getting involved in bathroom supply ages ago because our customers could always buy the kit at the same price as us from B&Q or Bathstore or on the internet. Some months ago we read about the Willbond referral scheme for their Bathroom Centres just as we were quoting for a bathroom fit. We sent the customers in to Nottingham Bathroom Centre and they were absolutely delighted with the range of kit, prices and importantly the design service. They spent a fortune there and paid for it all & then Willbond sent us this lovely referral credit note worth 5% of the sale which really enhanced the profitability of the job for us. Needless to say all of our customers now get directed to a Willbond Bathroom Centre. ”*

**Andy Phillips, Pisces Bathrooms**

# Trade

## HALSTEAD COST CUTTING

### BAND A COMBIS

inc Flue & Clock

from **£350** + VAT

We have made a special bulk purchase of Halstead combis to give you a real fighting price and a 2 years guarantee.

These boilers are running out the door and they are on a first come first served basis so don't delay because when they have gone we can't get any more.

### HALSTEAD BOILERS

<b>Eden VBX18 Open Vent</b> Inc standard flue	<b>£350</b> £420 inc VAT
<b>Eden VBX30 Open Vent</b> Inc standard flue	<b>£370</b> £444 inc VAT
<b>Eden CBX24 Combi</b> Inc clock and standard flue	<b>£425</b> £510 inc VAT
<b>Eden CBX32 Combi</b> Inc clock and standard flue	<b>£445</b> £534 inc VAT
<b>Eden CBX38 Combi</b> Inc clock and standard flue	<b>£465</b> £558 inc VAT
<b>Eden VBX30 Sealed System</b> Inc standard flue	<b>£370</b> £444 inc VAT
<b>Ace HE24 Combi</b> Inc clock and standard flue	<b>£425</b> £510 inc VAT
<b>Ace HE30 Combi</b> Inc clock and standard flue	<b>£445</b> £534 inc VAT
<b>Ace HE35 Combi</b> Inc clock and standard flue	<b>£465</b> £555 inc VAT

Subject to availability



### Radford Sales Counter

We've had lots of compliments on our new look Trade Counter/sales area at Radford Plumbing Centre. A new counter with information screens and some great point of sale merchandising allow us to display our BOND products and latest promotions.

All of our Trade Counters will be getting a similar makeover in the near future.



# Q&A

## with new RPC Manager **Jonathan Fisher**

### **You're back at Radford branch Jonathan?**

Yes indeed. It is where I started my Willbond career 9 years ago before taking on a variety of company roles in the interim including West Bridgford Branch Manager, Derby Branch Sales Representative, Grantham Branch Manager and Key Accounts Manager.

Following on from the legendary Paul Zanker is a hard act but my experience across the business is proving very helpful and customers old and new have been really helpful so far.

### **What do you see as being your biggest challenge?**

Our goal is clear – we want to be the Plumbing Supplier of choice for professional Tradesmen.

My challenge is to make sure that my team is so good, so knowledgeable, so friendly and so committed to service that customers simply won't want to deal with anyone else.

### **I thought you already had a good team Jonathan?**

You are right, I have got a really good team with a great blend of experience and youth but that doesn't mean that they cannot be even better. Our youngsters have got to keep on

learning and acquiring knowledge and our experienced guys have got to ensure that they embrace new products and emerging markets such as Renewables for instance.

### **What has Willbond got to offer for the Renewables Market?**

As you would expect we have got a quality offering that encompasses solar, heat-pumps, biomass boilers and rainwater harvesting.

I have a great personal interest in and a fair amount of knowledge of the Renewables market and I have already helped many customers with both their specifications and their supplies.

### **What changes are you planning to make at Radford?**

Hopefully you have already seen that we have already made some great changes. Our new Trade Sales display area looks fantastic and is really helping our customers who can now see the quality and style of many of our core products including our incredibly popular Bond ranges.

They can also view our new information screens telling them all about our offers and initiatives and it all just looks so bright, welcoming and professional.



### **What about current business levels?**

Like everyone else we have found the recession tough but we are definitely moving forward again now and in a flat/falling market that must mean we are taking share from our competitors.

To do that we have had to work hard on our pricing because it is a very competitive market but we have some great offers that our customers are really buying into. Our Halstead boiler offer for instance with boilers from £350 has gone down a storm.

### **So what does the future hold for your branch Jonathan?**

That is an easy one – it is going to be onwards and upwards for my team.

**Thank you.**

## **25 CLUB GETS BIGGER**

Lisa Jepson, our Bathroom Centres Director, is the latest entrant to our exclusive Willbond 25 Club.

Lisa originally joined Willbond as a receptionist at our Nottingham Bathroom Centre way back in 1986. As her current title tells you, she's travelled far in the business.

*“ I cannot believe it is 25 years since I started at Willbond – it seems like only yesterday. I have been so lucky with my job because I have simply loved it from day one and I am very proud to now be a director of one of the oldest and best independent companies in the East Midlands. ”*



# Pouring more in to keep the glass half full



With all of the problems besetting the economy it's certainly a great challenge to keep a sense of optimism for business at the moment.

At Willbond, we've decided that we have simply got to keep looking forward and investing in improvements to our company. Frankly it will be just too miserable to do anything else.

Like most businesses we've readjusted our cost base since the halcyon days of 2007 and if business levels do no more than stay where they are we can cope.

However, after 5 years of rapid expansion from 2002 'coping' is not very exciting for our team and so we are now firmly back on the front foot and driving forward.

We always believe that to succeed in the future you have to invest today and the key investments for us are always in people, stock, premises and marketing and we are active again in all of those areas.

We've already recruited a team of young Apprentices and are now looking for more experienced sales people at most of our branches, so that our service can be even more responsive.

Stock is always crucial and nothing upsets customers more than driving somewhere only to find that the product they want is out of stock. We've increased our stock levels, allowing us to commit to ex-stock availability on loads of product.

Additionally, we've negotiated spot market prices for bulk purchases, enabling us to reduce prices as well as provide instant availability on certain products.

A pleasant, professional working environment is important to our staff and customers alike. The improvements we've made to Radford branch will follow through the branch network and Head Office.

A lot of the premises improvements will also allow us to better market our goods to you with the type of point of sale displays and information screens that we now have in Radford.

We'll continue to invest in our own brand BOND label bringing even more value products into the range to generate even bigger BONDPOINTS credit notes back to you.

Our Bathroom Centre radio advertising has increased creating greater Willbond brand awareness and making it easy for you to recommend your customers to us and to earn your REFERRAL BONDPOINTS credit notes.

As you can see we are not content to bump along the bottom we are working hard to improve our business and to believe that that glass is half full!

Best wishes

*Tony Hogg*

## Nottingham

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Tel: 0115 962 1062

Unit 7, Ludlow Hill Road, West Bridgford  
Tel: 0115 923 4640

## Chesterfield

Spital Lane, Chesterfield  
Tel: 01246 273 657

## Derby

600 City Gate, London Road, Derby  
Tel: 01332 388 600

## Grantham

66 London Road, Grantham  
Tel: 01476 512 350

## Ilkeston

27-33 Nottingham Road, Ilkeston  
Tel: 0115 932 7972

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