

WILLBOND

Plumbing Centres



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products online
at the BOND STORE
www.willbond.co.uk

Tasty or what! **Bond serves up a great value kitchen range.** Ready erected, ready to go!

Phase 1 saw us launch our own brand BOND label with quality bathroom suites from Duravit and Ideal Standard available off the shelf at super competitive prices.

Next, BOND Phase 2 added shower doors and enclosures, vanity furniture, tiles, adhesive and grout and mirrors and accessories to the added value range - all still available off the shelf and all at refreshingly wallet-friendly prices.

Now, Phase 3 brings you the addition of BOND kitchens featuring Rixonway ready erected kitchen furniture, worktops, sinks and appliances.

Thanks to its incredible value, Rixonway is already a market leader in contract and social housing kitchens. Now you can share in this great value, high quality, kitchen success story.

Remember! This is a flat-pack free zone. These are rigid kitchens – there is no time consuming assembly required – and they are available from stock so there is no waiting either.

BOND Kitchens are ideal for rented properties, shops, offices or any home where value for money is paramount.



trashed

Bathroom buddies for the trade



TRADEBUDDIES

We know how difficult it can be at times for our Trade Customers to deal with our Bathroom Centres sales teams who all have different days off. That's why we have now appointed dedicated Trade Buddies at all of our Bathroom Centres.

Their job is to work with Trade Sales Manager, David Matthews, to make it easy for Trade Customers to do business with the Bathroom Centre by providing a single point of contact for all enquiries, queries and after-sales service.

Perri Ash, Tony Dale, Sandra Twigg and Stuart Weedon are the Buddies at Nottingham, Derby, Chesterfield and Grantham respectively. Each one of them has great product knowledge and enjoys building ongoing relationships - based on trust and a willingness to go the extra mile.



Spread betting at our bathroom centres

The bathrooms market gets ever more competitive with the major players like B&Q, Homebase, Bathstore, and Tesco as well as the Internet operators now firmly entrenched.



To ensure our continued viability, we have been working hard on our own value offerings and we now offer a greater spread of keenly priced products at each of our Bathroom Centres with quality entry level suites through to mid range and top end products.

At the same time we have reviewed all of our pricing policies to ensure that customers will find our prices excellent value for money and very competitive.

That's why we now have suites priced at **£234**, **£276** and **£465**, as well as shower valves from £74 and shower doors from £132.

The whole Hogg

After almost 40 years in the business
I thought that I had experienced it all but
wow what a tough year 2009 proved to be!



With 3 'young' branches barely off the ground and with the market plunging, we certainly had our hands full steering the ship when we found ourselves at the epicentre of the economic storm.

However, we battened down the hatches and with all of our team pulling hard together we were able to get through in reasonable shape.

Events like this recession certainly force you to take stock and to realise that keeping fingers crossed is not enough to ensure that there is a future for our business and our staff.

Few commentators believe that the next few years will see much improvement to the economy as the country struggles under its massive debt burden.

We think that a value for money proposition will be essential for most businesses to survive and we have been driving hard to ensure that we are not found wanting in this regard.

Our own label BOND Range has proved enormously successful for us and our Trade Customers have bought into both its competitive pricing and its instant ex-stock availability and thus it makes sense for us to continue with its development.

Our new BOND Rixonway kitchens epitomise outstanding value which you will see when you examine the prices. In addition to the ultra keen prices, this ready erected range of kitchens will also show enormous labour costs savings over self assembly units. What's more like all BOND products, the kitchen units are available ex-stock so there's no waiting for delivery.

At our Bathroom Centres we have broadened our ranges to ensure that we can offer a quality solution to all customers - regardless of their budget. Again we would emphasise the word quality because in almost all cases we have worked with our established brands to provide entry level products in preference to importing goods of dubious quality.

50% of bathroom buyers do their research on the internet before they even get to visit a bathroom showroom and so prices have never been as keenly researched as they are now.

Most of us knowing the sort of problems you can get with sanitary ware and baths etc. would not dream of purchasing these types of products online but unless we are price competitive customers will be prepared to take those risks. We have now reviewed all of our pricing to ensure, where possible, that it makes no sense for customers to gamble online.

Business cycles, like life cycles, are quite fascinating and they are exemplified by the sales announcements made in this newsletter. On the one hand we have the sadness of the retirement of one of the best ever industry practitioners, Paul Zanker, and on the other the excitement of four young guns moving up the promotion ladder.

We are thrilled to be able to give them this opportunity and if they can get even close to the benchmark set by Paul then the future of this company will be assured.

Best wishes for a successful, added value, 2010 and thanks for your support in 2009.

Tony Hogg

Help with bathrooms? David is your man.



David Matthews who, having worked for us for 20 years as an Area Sales Manager, is well known to so many of our Nottingham based customers is now taking on a new role as the Trade Sales Manager for our Bathroom Centres.

A renowned expert on Bathrooms, David has been helping his customers put specifications and prices together for many years and now he will be making that expertise available to Trade Customers across our 4 Bathroom Centres.

His service will include on-site assistance and a design service if required.

Please telephone David on 07899 437443 if you have a project to talk through

Paul Zanker

It was with great sadness that we said goodbye to our Radford Plumbing Centre Manager, Paul Zanker who retired just before Christmas.

Paul had become something of a legend in local trade circles where his vast knowledge, experience and fantastic customer service were all deeply appreciated.

During his last days at work scores of customers called in to thank him for his past service and to wish him well for the future.

For our part we felt privileged to have worked with him and we sincerely hope that he enjoys a very long, happy and well deserved retirement.



A cast iron case

For many years we have been famous in Nottingham for our stocks of cast iron rainwater pipes, gutters and fittings and we are pleased to advise that these ranges are now available across our network of Plumbing Centres.

There is a comprehensive range of Classical Gutters and rainwater pipes and your local branch has a Classical Champion who can help you with prices and technical information.



WILLBOND

Plumbing Centres

Chesterfield

Spital Lane
Chesterfield
01246 273 657

Derby

600 City Gate
London Road
Derby
01332 388 600

Grantham

66 London Road
Grantham
01476 512 350

Ilkeston

27-33 Nottingham Rd
Ilkeston
0115 932 7972

Nottingham

Deakins Place
Radford
0115 841 8899
153 Mansfield Street
Sherwood
0115 962 1062
Unit 7
Ludlow Hill Road
West Bridgford
0115 923 4640

New Sales Managers at our Plumbing Centres

We are pleased to announce the promotion of Jonathan Fisher to the role of Key Accounts Manager at our Plumbing Centres. Jonathan (34) has worked in a variety of sales roles since joining us from Tricom Supplies just over 7 years ago and in each role his honesty, effort and positive personality has delivered great success.

Jonathan will be working closely with our Branch Sales Managers to ensure that we continually improve the service to our trade account customers.

Jonathan comments 'I have really enjoyed all of my sales roles at Willbond from Tele-Sales to Branch Sales Manager, to Area Sales Manager and I have made many customer friends whilst working in those areas. The opportunity to now work across our entire branch network to make us the plumbing supplier of choice for local tradesmen

represents a great challenge and one that I will relish.'

Matt Rice (22 years) and Mark Creswick (27 years) are promoted to the position of Sales Manager at our Derby and Chesterfield Plumbing Centres respectively and Gavin Scothern (29 years) becomes the Assistant Sales Manager at Radford Plumbing Centre.

Plumbing Centres Director, Ray Wheatley says, 'These key appointments reflect the growth of our branch network in recent years and our desire to ensure that we maintain a highly responsive service to Trade customers at all times. It is great to be able to give young men like Jonathan, Matt, Mark and Gavin the opportunity to step up and build a great career for them selves and we are confident that they and our established Branch Sales Managers will continue to safeguard our service reputation.'

