

# WILLBOND TRADELINK

Plumbing Centres



Much of our success over the last 10 years has undoubtedly come as a result of a continuous investment programme in our branch network.

Unlike some, we have never subscribed to the view that

Merchant premises should be dingy and grubby in case the customers think you are making a few bob (at their expense!).

Similarly, we believe that if we are asking our staff to go the extra mile in terms of customer service we should reciprocate and give them the best working conditions we can.

Having renovated our Deakins Place Trade Centre last year, the programme has now moved on to our Nottingham Bathroom Centre. We have just completed new offices and canteen facilities there and are now renewing the total showroom frontage before we move back inside and carry out a total upgrade of the display areas.

All in all we shall be looking at a £250K spend on this site alone. Once it is complete it will be a superb facility for you and your customers seeking bathroom equipment.

In our last TradeLink we reported on our investment



in the new branding of our Merchant and Retail operations, which continues to roll out across the business.

Premises, vehicles, stationery and literature will all be getting either the new Plumbing Centres or Bathroom Centres treatment and our new website is already up and running.

Log on to [www.willbond.co.uk](http://www.willbond.co.uk) to see our latest offers, staff vacancies and branch contact details.

Credit account and job application forms are also available as downloads from the site.

As you can see, your support for us is creating a

virtuous circle, which enables us to continually improve our business to our mutual benefit.

It really is a compelling case for trading here – or as they say on the Radio: Willbond – Where Else!

*Tony Hogg*

Tony Hogg  
Chairman and Managing Director.

## Rising copper and oil costs continue to fuel price rises

Copper prices continue to soar and have now gone through the \$5700 per metric ton price on the Metal exchange, which represents a hike of over 50% in the last 4 months alone.

Most correspondents believe that these price levels are fundamentally justified and do not see the prices falling in the near future.

It may well be the Chinese that eventually come to the rescue as they have begun constructing the country's largest copper mine in Tibet. The mine will have 6.5 million tons of reserves but it will be at least 3 years before it comes into operation.

Uncertainties over relations between Iran and the West and civil unrest in Nigeria (which has

knocked out 27% of oil production) continue to promote ever-higher oil prices, which have now topped \$67 a barrel.

Neither of these issues are expected to be resolved quickly so it is hard to see a correction of these price levels.

Annual price inflation for all building materials is currently running at around 6% so estimators should take great care - particularly with fixed prices - and the rest of us should probably buy gold!

**DID YOU KNOW?** Archaeologists have recovered a portion of copper water plumbing system from the Pyramid of Cheops in Egypt that is still in serviceable condition after more than five thousand years. Let us hope that Crafty from Cairo doesn't weigh it in!

## WELCOME TO THE WORLD OF BATHROOMS

We continue to strengthen our Bathroom Teams in both Nottingham and Derby and are pleased to introduce Louise Muir (Nottingham) and Kim Hardy (Derby) who are looking forward to helping you and your customers in our Showrooms.



Louise Muir



Kim Hardy

## SITTING ON THE FENCE

With businesses in Nottingham and Derby we had to ensure that our advertising boards were behind the goals at both Pride Park (pictured left) and the City Ground.



## BATHROOM CENTRES ORDERS

With our Bathroom Centres open at weekends, our sales team have days off in the week.

Customers contacting the Bathroom Centres in Nottingham and Derby with order queries and finding the relevant sales person unavailable can always get information etc. from our Administration Departments, which are open Monday to Friday and have online access to all orders.

Please ring:

**Nottingham**  
**0115 8418859**

Shaun O'Malley or Peter Rope

**Derby**  
**01332 388602**

Rob Jennison

## ON SITE HELP

Our external Sales team of David Matthews (Nottingham) and Jonathan Fisher (Derby) are amongst the best in the business when it comes down to advice and assistance.

If you would like to talk to them about a project, a specification or general business, please ring them on the numbers below and they will be pleased to make an appointment with you.

**David Matthews**

**07889 437443**

**Jonathan Fisher**

**07725 822122**



## DELIVERING THE GOODS IN STYLE

Our new van really catches the eye and provides a great mobile advertisement for our Bathroom Centres.

## IPHE VISIT DERBY BRANCH

We were pleased to host a recent meeting of the Institute of Plumbing & Heating Engineers at our Derby Branch. The place was bursting at the seams to hear presentations on Safe Hot Water from Altecnic and Renewable Energy from Penney Poyzer the Presenter of BBC2 programme 'No Waste like Home'.



## Fires and Cookers

The demise of the Gas Board showrooms created problems for many people wishing to see what fires and cooker products are available to buy, as well as obtain dimensional and pricing information etc.

To some degree the void created by the departure of the Gas Boards from this market place has been filled by a variety of smaller, specialist outlets but not all of these have proved reliable.

We have, therefore, decided to offer you an added value service on these products and have teamed up with a national distribution company to bring you a huge range of gas and electric fires and freestanding and range cookers all at very competitive prices and all usually available within 3 working days.

We shall shortly launch a comprehensive Willbond brochure showing ranges and dimensions – please contact your branch NOW for your copy.



## HIGH EFFICIENCY BOILER SCHEMES

There has been great uncertainty as to whether the 'cash back' schemes for HE boilers would continue but we are delighted to tell you that we still have these offers available – speak to one of our sales team for details.

## SPORTS NEWS

### Willbond Teams Rule OK!

Our sponsored teams continue to dominate their leagues.

Hotshots Netball team has already won their Derbyshire Yardley League B Division title and Wollaton FC are currently cruising towards a second consecutive NSL Premier League title.