



Our substantial growth in recent years has now given us the scale to launch our own-brand value range of Bathroom and Plumbing & Heating products under the BOND label.

### PRICE

All BOND products will be aggressively priced and they will bring new, lower price points to our current branded offerings.

### QUALITY

As we all know there are a lot of cheap imported products hitting the market place and we would not be happy to put our name to such goods. We also believe that the professional tradesman would be unhappy to use such products.

Accordingly, all of the products that we bring under the BOND label will be of a quality that Willbond is happy to stand by and one that the professional tradesman will be happy to use and fit.

### RANGE

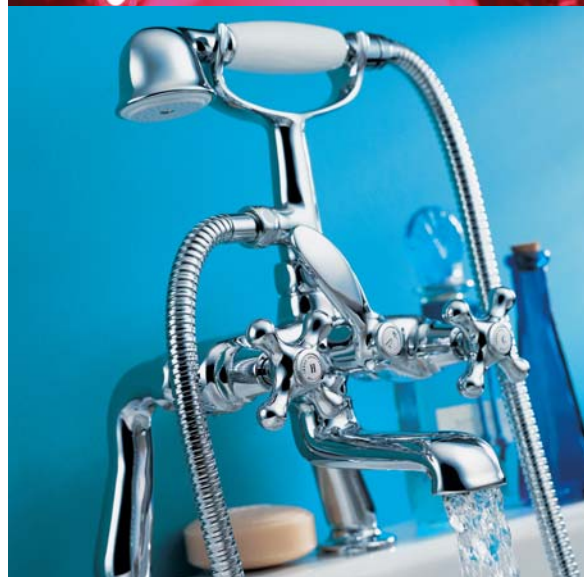
The BOND label will grow and more products will be introduced, creating a comprehensive range that will enable you to ignore the on-line lottery in favour of our Service Plus offering.

### AVAILABILITY

All BOND products will be available ex-stock from all of our Plumbing Centres.

### VALUE

BOND - Price, Quality and Availability = BEST VALUE.





As they say, when the going gets tough, the tough get going. In the light of the global credit crunch we have been carrying out a thorough review of all of our business operations to see how best we can manage our way through these difficult times.

Having spent many years putting our team together we did not want to start shedding the great people we have working for us.

Our new management appointments at West Bridgford and Nottingham Bathroom Centre are typical of so many of our staff; loyal, experienced and professional. We have built and expanded our business on the back of their talents and they are what sets us apart from our competition.

Equally, it is very difficult to shed labour and maintain service. In tough times we find that you want us to react even quicker than normal and we do not want to be found wanting!

Undoubtedly, however, our labour cost is our biggest cost and whilst switching a few lights off etc. helps, it certainly does not compensate for lost revenues.

As a result, we need to expand our share of the market and we have already been doing this quite successfully. Our customer base around our new branches in Ilkeston, Chesterfield and Grantham has grown and protected us to a great degree from the recent downturn.

In normal times we would be quite happy to continue this steady growth but these are not normal times and we believe that we have to bring more to the party if we are going to help your business.

So, this is what we are going to do.

We are increasing our external sales force to bring even greater resources to our Trade customers. David Matthews, Jonathan Fisher, Matt Rice and David North will help with your questions on specifications, prices or general service issues.

We are also launching our BOND label to bring you price points below our existing branded ranges. You want value. Here it is.

Importantly, all BOND label products will also be available ex-stock for immediate collection or delivery.

We firmly believe that you will no longer have a need to get involved in the lottery of web trading as you will be able to get the right price from us and have the added comfort and convenience of our service back up.

Additionally, we are extending our opening hours to include Saturday afternoons at our major plumbing branches in Nottingham, Derby, Chesterfield, and Grantham.

In short, we are supporting you with increased products, lower prices, longer opening hours and more sales staff.

Good luck with the fight. Together, we will win!

Kind regards,



# LIKE PAINTING THE FORTH BRIDGE



Creating a scale model of the Forth Bridge out of 20p pieces must be harder than painting the real thing but our Contracts Sales Manager Dave North and his friends did just that for the Tie Club charity which raises money for electric wheelchairs for the disabled. Whilst the replica was being built, other fund raisers did a sponsored walk across 24 bridges including the Forth road and rail bridges and so far they have raised over £4K and taken their total fundraising to in excess of £152K. Nice one!

# MORE KIDS ON THE BLOCK

The growth in our branch network has caused us to increase and realign our external sales staff.



**JONATHAN FISHER** (left) Sales Manager for Derbyshire branches has got a new right hand man in the shape of **MATT RICE** (below, right) and together they will now look after our Derby, Ilkeston, Chesterfield and Grantham branches.

Matt (21) will be well known to our Derby branch customers for the last 4 years.



"I have been desperate to get out on the road," said Matt, "and I am thrilled to now have the chance to get out there and support our trade customers in a difficult market place."

An excited Jonathan commented, "Having Matt in my team will give me time to get across to Grantham to spread the Willbond word in Lincolnshire and we'll also be looking to reactivate former Spital customers who can now enjoy the benefit and service of both of our Chesterfield branches."



**DAVID MATTHEWS** (left) our Nottinghamshire Sales Manager has been providing some coverage for Grantham branch since its opening last December. Now, he is delighted to be able to provide a more focussed service for our Radford, Sherwood and West Bridgford branches. "For the last 9 months I have felt that I was spreading myself a bit too thinly and it will be great to have some more time for my core customers."

**DAVID NORTH** (right) our Contracts Sales Manager will continue to look after our larger contract customers. "I will be very happy to see customers either at their offices, on site or at our branch – whatever suits them best suits me."



# AWASH WITH STYLE

Our Chesterfield delivery truck is now on the road with its very distinctive Bathroom Centre livery

[willbond.co.uk](http://willbond.co.uk)



# TALES OF THE RIVERBANK

Our inter-branch fishing match took place recently in Leicestershire with customer Tony Perry top of the weights with a 60 pounds haul.

Last and indeed least was the nameless angler who weighed in 2 ounces!!

## ALL DAY SATURDAY OPENING

We have reviewed all of our branch openings and can now announce the following changes to the weekend trading hours of our PLUMBING CENTRES with effect from 1st October 2008.

### PLUMBING CENTRE

	Saturday	Sunday
Radford	8:00am - 16.00pm	CLOSED
Derby	8:00am - 16.00pm	CLOSED
Chesterfield Spital Lane	8:00am - 16.00pm	CLOSED
Grantham	8:00am - 16.00pm	CLOSED
West Bridgford	CLOSED	CLOSED
Chesterfield Walton Road	CLOSED	CLOSED
Sherwood	8.00am - 12.15pm	CLOSED
Ilkeston	8.00am - 12.15pm	CLOSED

## BATHROOM CENTRES

From 1st October we are changing the opening hours of our recently acquired CHESTERFIELD BATHROOM CENTRE. The Spital Lane showrooms will be open from 8:30am to 17:00pm from Monday to Friday and they will now be open **ALL DAY SATURDAYS** from 9:00am to 16:00pm and **ALL DAY SUNDAYS** from 10:00am to 16:00pm.

### BATHROOM CENTRE

	Saturday	Sunday
Nottingham	9.00am - 16.00pm	10am - 16.00pm
Grantham	9.00am - 16.00pm	10am - 16.00pm
Chesterfield	9.00am - 16.00pm	10am - 16.00pm
Derby	9.00am - 16.00pm	CLOSED

## BRIDGFORD BOB

Following Scott Danby's transfer to Head Office Logistics, **ROBERT (Bob) STRONG** has been appointed as the new Manager at our West Bridgford branch.



A Willbond man through and through Bob has worked in the Company for 28 years and he knows the business inside out.

A very proud Bob commented, "I am really looking forward to developing my team and to working with our customers to provide an even better service in the months ahead."

## IN CONTROL

**PETER ROPE** is our new Manager at Nottingham Bathroom Centre.

Another Willbond man through and through Peter has worked with us for 27 years going through Trade Counter, Sales and Contract Estimating before finding his true niche in Bathroom Administration.

Director of Bathroom Centres, Lisa Jepson, commented, "Peter is steeped in the Willbond customer service ethos and we know that our Nottingham Bathroom Centre could not be in safer hands."

Peter said, "I feel very fortunate to work with a superb team of professionals in Nottingham and I know this will make my transition into management a very smooth one."

