

# ROLL INFORMER

WINTER 2007/08

The customer newsletter of Atkin Automation Limited

## INTERNATIONAL SALES SUCCESS

**F**rom its Head Office and factory in Thetford in Norfolk, UK, Atkin Automation continues to grow, supplying capital equipment for the control of steel strip on a truly international basis. By the end of 2007, sales will have increased by over 25% compared with last year, and the majority of this growth will once again have come from export activities.

"Manufacturers from the UK, as well as those from other countries with a manufacturing tradition, are still taking advantage of the lower manufacturing cost base offered by the Eastern European countries which have recently joined the European Union" said Atkin Automation Managing Director Chris Ward.

"A growing number of existing Atkin and BHP customers are establishing new manufacturing plants in countries such as the Czech Republic, replicating the production lines, and associated



International manufacturers use Atkin Automation equipment to control steel strip



processes and procedures, used in their current factories. I believe our ability to provide customers with a turnkey service,

taking responsibility for the shipment, installation and commissioning of their production lines gives them great confidence that they can get quickly get production running in different countries, and in different hemispheres, around the world."



## Cutting it to length for the automotive industry

A recent contract for a Belgian automotive and industrial component multinational group is of particular significance to the Atkin Automation management team, as it is expected to mark the beginning of a long term cut to length line supplier relationship.

The sophisticated line, which features a multi-beam loop control, was assembled and tested in Atkin Automation's factory in Thetford before being shipped to Russia for installation and commissioning.

Contracts Director Richard Priest hopes to be working with this group on a global basis, saying:

"The customer is expanding, with several new plants already under construction in Europe and South America. Atkin Automation has a wealth of experience in the design and manufacture of bespoke metal component production lines, and capital equipment standardisation ensures tremendous manufacturing flexibility for a multinational organisation."

## LOOKING AHEAD - Chris Ward voices some of his thinking about 2008

We shall of course continue to service and support our existing installations here in the UK, and our Regional Sales Managers are already working with a number of companies which are planning new capital expenditure or refurbishment projects during 2008.

I would like to increase the company's presence in Eastern Europe next year, and one of the first projects will be to develop Russian, Polish, German and French versions of our web site [[www.atkinautomation.com](http://www.atkinautomation.com)] in readiness for this expansion. Whether this expansion will take the form of a subsidiary company or further sales and service agents, or maybe a mixture of the two, remains to be seen.

Importantly, I believe our relationship with Shung Dar will continue to assist us in being a flexible supplier of capital equipment which is designed to meet the needs of 21st century manufacturers.

I believe an exciting year lies ahead of us.

 **ATKIN**  
AUTOMATION 

**ATKIN AUTOMATION LIMITED,**  
Howlett Way, Thetford, Norfolk, IP24 1HZ  
T: +44 (0) 1842 753521 F: +44 (0) 1842 763614  
E: [sales@atkinautomation.com](mailto:sales@atkinautomation.com) W: [www.atkinautomation.com](http://www.atkinautomation.com)

# SPOTLIGHT ON... Martyn Bates



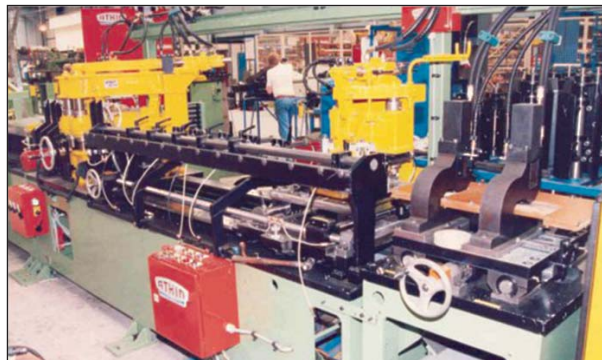
Martyn Bates

**M**artyn has joined the Atkin Automation team as a Graduate Trainee Engineer after graduating from the University of Newcastle upon Tyne. Aged 22, and with a degree in Mechanical Engineering with Design, he was approached by the company with a view to future employment.

"I was very impressed with Atkin Automation after my first visit, and the offer of a very attractive programme of work made me feel that I could build a career here," explains Martyn. "I was scheduled to spend the first 18-24 months with the company gaining an overview of the business and understanding how everyone contributes," he goes on to say. "So far I have had three months in the factory and a further three months in the drawing office, and I have also been fortunate enough to spend a little time on site at one of the company's customers where a major new Atkin installation is taking place. I am finding it all very interesting."

Martyn's leisure interests are very much sport-oriented. He has an interest in, or takes part in, many sports, including football, cricket, golf, American football, hockey, darts, bowling and motor racing. He is also a keen runner, and took part in the Great North Run 2007 on behalf of the Meningitis Trust. On the more cerebral side, he has begun to learn a new language [Italian], and to play the acoustic guitar.

## Atkin transformer coil cutting goes East



Coil cutting lines to be manufactured in Taiwan for China and India

**D**uring the Summer of 2007, a licence agreement was concluded which will see Shung Dar manufacturing Atkin Automation coil cutting lines in Taiwan for sale into the rapidly developing power generation markets in China and India.

Atkin Automation has been the exclusive European distributor of Shung Dar coil handling equipment for the last three years, and the success of this commercial relationship encouraged Managing Director Chris Ward to give Shung Dar the opportunity to showcase the company's production line design capabilities in these exciting new marketplaces.

He said: "I expect Shung Dar's marketing campaigns in China and India to quickly generate a growing level of sales for our transformer cutting lines. This licence agreement represents an exciting opportunity for the company."

Atkin Automation transformer core cutting lines have the capability to process 1,000 kg of steel strip which can be up to 250mm wide and 0.30mm thick. The CNC controlled line features a double side coil holder, a pinch roll with loop controls, a servo-rollfeed, hydraulic punch units, a V notch unit and twin shears. A transfer conveyor and a twin hammer-stop stacking system complete this sophisticated line.

## STOP PRESS Still running... 25 years on

A recent production line refurbishment and upgrade contract is a wonderful testament to the quality of Atkin's BHP range of equipment. Over the coming months, a BHP stainless steel cut to length line belonging to a Finnish stainless steel manufacturer will undergo a £200,000 programme of work.... 25 years after the line was originally installed in Sheffield.