

THE ROLL INFORMER

WINTER 2006/07

The customer newsletter of Atkin Automation Limited

£6 MILLION BUSINESS OPPORTUNITY from EuroBLECH 2006

The EuroBLECH 2006 exhibition in Hanover, Germany at the end of October 2006 was a huge success for Atkin Automation, with the stand management team returning to the UK with over £6 million of quantified business opportunities against which detailed quotations are now being raised.

Earlier in the year the company had exhibited at MACH 2006 at the NEC in Birmingham, but Managing Director Chris Ward said there was very little comparison between the two events:

“Our stand at both these important industry events was always busy but, significantly, at EuroBLECH, many of our visitors had live projects with budget availability. The fact that most of the equipment quotations we shall issue as a result of our discussions in Hanover are destined for mainland Europe speaks volumes about the continuing decline of the UK as a mass manufacturing nation.”

A working demonstration of the new Shung Dar 3-in-1 press feed system, seen in the photograph below, attracted considerable attention in Hall 7 and, as expected, with a run rate of 18 metres per minute and the capability of achieving 92 feeds per minute [100mm pitch], this new machine proved to be of considerable interest to manufacturers where production floor space is at a premium.



SALES GROWTH continues in 2006

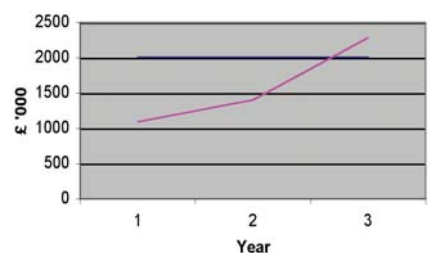
Atkin Automation became an independent company in 2004, and at that time its management team took the decision that it should become an international niche market supplier of capital equipment for the control of steel strip – a decision which is proving very successful.

In 2006 sales rose by over 40% to over £2.2 million, with an increasing number of contracts containing Shung Dar coil handling and processing equipment. Atkin Automation has an exclusive EU distribution agreement, with the exception of Germany, with this Taiwanese manufacturer whose products sit comfortably alongside the company's own Atkin and BHP ranges.

“Our distribution agreement with Shung Dar enables us to offer equipment options which reflect feature and performance requirements whilst still meeting budget and cost considerations,” said Chris Ward, who is confident of further sales growth during 2007.

Atkin Automation Sales Growth

	2004	2005	2006
Order Intake	1093	1401	2282



...And so to CHINA

Atkin equipment has been supplied to many countries around the world since the company was first established over 70 years ago and, following a recent trip to Zhongshan by Chris Ward and his fellow director Richard Priest, it is likely that 2007 will see China added to the list of export destinations, following on from orders in the last month from the Czech Republic, Belgium and South Africa.

“We are in discussions about supplying an automated production line to one of our existing global customers who is now establishing a manufacturing operation in China,” said Richard Priest following what he described as ‘a fascinating trip’.

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STRONG CUSTOMER RELATIONSHIPS result in automated production line success



production line for the manufacture of back panels in supermarket shelving was quickly followed by further success when Vantrunk commissioned the company to develop a new automated ladder side production line, at a cost of £350,000, for its Runcorn factory.

The contract from Eden Industries (UK) is a repeat order, and Vantrunk is the sister company of Northern Ireland based Unitrunk Limited, for whom the company has designed, developed and installed two automated production lines over the last eighteen months.

Atkin Automation Managing Director Chris Ward sees these contracts as confirmation of the company's growing reputation, saying:

"We constantly strive to build close relationships with our customers based on the quality of our design, team-work, customer service and value for money."



Summer 2006 proved to be a very exciting time for the Atkin Automation sales team. The award of a contract worth £932,000 by Eden Industries (UK) to supply an automated

At your SERVICE



At the beginning of another year, Atkin Automation is suggesting its customers take a few moments to review their service and maintenance arrangements for all Atkin, BHP and Shung Dar products and systems.

"Our customers place a heavy dependence upon the equipment supplied by our company in meeting their daily production targets," says Service Manager, Brian Neal. "Whilst we

offer an emergency call-out service, we believe that an annual service engineering and maintenance contract offers the greatest safeguard and fastest response combined with favourable prices and priority call out response."

Further information about service engineering and maintenance contracts contact Brian on 01842 753521.

More sales agents sought in EASTERN EUROPE

With sales and service agents already appointed in the Czech Republic, Latvia and Poland, Atkin Automation hopes to be able to make further appointments in other Eastern European counties during 2007.

"There is a great need for innovative and cost effective metal handling systems in the growing Eastern European manufacturing sector," commented director Richard Priest. He added: "This is creating some excellent business opportunities for sales and service agents who have existing contacts with metal component manufacturers."

The company's first major installation in the Czech Republic in conjunction with its service and support agency company Bukacek Elektro was a purposed-designed automatic stacker. This features a 5,000kg scissor lift fitted with power rollers which can be fully lowered to floor level for uploading.

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