



AN INTRODUCTION BY CEO JOHN SMITH

“Welcome to the Trumeter Newsletter, in which we like to share with you developments about the company, our customers, our products and our industry.

It truly is a new era having spent 2010 setting up the company to successfully serve our customers for another 73 years.

In January Trumeter Technologies Ltd (“TTL”) was born, and I joined the company as a shareholder and Chief Executive. I started working with the experienced Trumeter team on several exciting customer projects, while optimising the business and getting back to supplying the full range of Trumeter products. That last one – supplying the full range of products – has taken us longer than we hoped, but we are now better placed in this respect than at any time in the last few years.

In the summer we decided to move the UK office and Yvonne Massey talks more about the successful move and it’s benefits later on in this issue

We also recently started receiving products from a new factory in Malaysia, a factory with upgraded equipment, better processes, more robust infrastructure and with a much more efficient layout compared to the old factory.

In terms of our people, some moved on and several others joined. Peter Weidenbaum, semi-retired in July after many years as Chairman – I say “semi-retired” because as those who know Peter might well appreciate, he has incredible energy and continues to work on behalf of Trumeter across a broad network of governmental organisations.

In the next issue, Jeff Allen (Technical Director) will also share product development and Innovation stories with you as we focus and build upon our heritage of quality and engineering excellence. Also, Alf Jones (Sales Director) will share some of the success stories we have with our customers.

In the meantime, may I take this opportunity to wish all our customers, suppliers and employees a very Happy Christmas, and best wishes for 2011.

“It is truly a new era. In Trumeter’s 73 year history, it is difficult to imagine a year with more change”



RADCLIFFE TO BURY- A VERY POSITIVE MOVE YVONNE MASSEY

“Trumeter had been based in Radcliffe for over 50 years, going back to the days when over 200 people were employed in a 40,000 sq ft factory.

But times change, especially when Trumeter set up the factory in Malaysia in 2003, and by the middle of this year the management, administration and Engineering/R&D team numbered less than twenty people, all spread out across the same large factory environment.

Imperial house is an ideal new home for Trumeter for many reasons. It’s close to the old location for locally based staff, and is close to the shops and facilities of a rejuvenated Bury town centre. From a business perspective, Imperial House offers its tenants very flexible business facilities such as extra rooms and quality catering when meeting visitors and customers. The building is also close

to the main motorway network and has plenty of secure parking

From a company perspective the old site contained many memories, so staying close to the company’s roots was important. However the move to new offices has contributed towards a new forward-thinking outlook, and the new open plan aspects of the offices have seen an increase in staff communications and improvement in teamwork.

In addition to the office, we have set up a workshop and R&D laboratory just 50m from the office, so that the Engineering Team can work on product development as well as carrying out calibration, service and repairs. For warehousing for the distance wheel measuring products, we have set up in partnership with Baum Trading, who have a large efficient warehouse in Oldham, less than 20 minutes drive away.

There have been many changes over the last few years, but with a new building that’s fit for purposes and a soundly based forward looking attitude from all staff, these changes are a positives move for employees and customers alike.”



“Imperial house was chosen as an ideal new home for Trumeter”



INVOICE DISCOUNTING A POSITIVE MOVE

DANNY WEIDENBAUM

Trumeter has recently taken steps to move from invoice factoring to confidential sales invoice discounting (CID).

This may seem a simple change in the accounting process, but in many ways it is a very positive move for the Company, and reflects the more stable financial position it has worked hard to achieve.

Factoring - also known as 'debt factoring' involves allowing a third party to manage the company's invoice ledger system, effectively selling them sales invoices.

CID is an alternative way of drawing money against invoices raised. In effect funds are lent against sales invoices; however, with CID the business retains full control over the administration of the sales ledger. As its name suggests, the process remains invisible to the customer and the collection

responsibilities are retained by the Company. So why the change?

CID is generally only offered to companies where business credibility is proven. This is measured by the testing of the company's procedures through external audit, and review of its management accounts, which must indicate a stable pattern of positive results. By moving away from factoring, Trumeter has demonstrated that it has achieved a milestone in creating a more financially stable business model.

CID also allows the relationship with the customer to be maintained without the intrusion of a third party. The collection of cash and administration of any customer queries is, as a result, more efficient. Finally, CID is a more cost effective option, with savings of up to 70% on administration charges.

All in all the move to CID will prove a positive development for the Company.

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WAREHOUSING, SALES, DISTRIBUTION WITH COUNTERSALES UK LTD

Trumeter has been developing its relationship with Counter sales and I have been able to accelerate this by providing Trumeter with a truly flexible warehousing, sales and customer application support facility, said David Paley, MD of Countersales.

Our new facility is very modern, large in capacity and most importantly, is built for purpose, allowing the easy picking and dispatch of deliveries as required by our customers.

We hold much more 'live' stock allowing customers to draw off large orders without having to wait for the components to be manufactured. It also means that stock can be held to 'smooth out' production issues, which reduces the potential for customers to see a break in their regular supply.

As well as storage and warehousing we also have an existing supply chain that is truly global in its scope. This means that we can accept and process any order from

around the world and deliver it no matter how small or large it may be.

We are constantly looking to sell more Trumeter products and develop new markets for them. Holding many thousands of pounds worth of stock and ordering more all the time, we are proactively supporting the success of Trumeter.

As a consequence of his investment we have become very well versed in all the features and benefits of Trumeter's products, so that Trumeter now has a very effective, very knowledgeable business partner working for them within the very competitive market place that we are now part of.

All of these features can only mean that Trumeter customers receive a heightened level of customer service, whilst Trumeter themselves receive the benefits of cost reduction, supply chain development and the ability to supply small and large orders alike.



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David Paley, Countersales