

20 YEARS & IT'S HERE!

MARCH, 2008

EUROTUBES LAUNCHES THEIR FIRST CUSTOMER NEWSLETTER!**INSIDE THIS ISSUE:**

FRONT PAGE	1
INTRODUCTION	
AN INTERVIEW	2
THE MAN WITH THE WIRE GUIDE TUBE PLAN!	
NEW PRODUCTS	3
BACK PAGE PARAGRAPHS	4

INTERESTING STUFF, FACTS, AND WHAT'S NEXT?

- Did you know that Eurotubes UK is the only company to produce over 2,500 different specifications of wire guide nozzles!
- Look out for the next issue where our quality control methods are put to the test.
- Also in the next issue: Using our Customer Support & Online Ordering Centres.

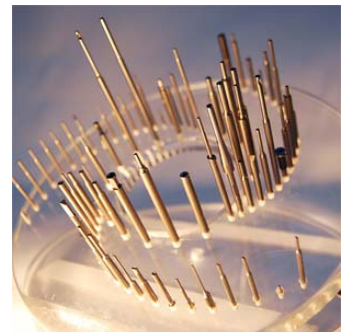
It's been 20 years coming, and..... Eurotubes UK is finally launching its first volume of newsletters to mark the arrival of further advances in technology, products, and offerings by the world's leading wire guide tube manufacturer.

Since 1987, Eurotubes has consistently produced the highest quality wire guide nozzles the world has ever seen; in fact we've produced well over **2 million** of them! This is something to be proud of; and although for many years we've been great at meeting customer needs as far as the product is concerned, we'll admit that we could have been much better at communicating to you—as our customer—just how much we value your business and appreciate you sticking with us for all these years.

Without the precision

engineering and thousands of man hours put into developing best-of-breed products and streamlined production techniques, Eurotubes would not be as equipped to deal with any wire guide tube challenge as we are today. Once again, it's you we have to thank for our gains, and for presenting us with these engineering conundrums, which our people just love to solve! So, really, what this comes down to is a big Thank You from everyone at The Factory, accompanied by a friendly 'hello' in a newsletter form!...

There are so many years of news to catch up on, and so many exciting changes happening at Eurotubes right now; of course we won't be disclosing all of these changes in this newsletter, which is why we know you'll take the time to read our next issue!

**AN INTERVIEW: THE MAN WITH WIRE GUIDE NOZZLE PLAN!**

Picture this: it's 1986, and coil winding manufacturers were struggling to source wire guides to fit the bill for effective, efficient, and reliable coil winding.

We don't think anyone involved in the coil winding industry can believe that once upon-a-time most coils were hand wound! With the advent of CNC machines, automated production cells, huge technological developments, and increased demand for electrical goods, Rob Bedford (founder

& Managing Director of Eurotubes) spotted the niche opportunity for a new breed of wire guide engineering and designed innovative machinery that could produce large quantities of high quality wire guide tubes, quickly.

Often a man of few words, but many thoughts, Rob now speaks to us about the history.

Interview on Page 2...

THE MAN WITH THE WIRE GUIDE TUBE PLAN!

Picture this: it's 1986, and coil winding manufacturers were struggling to source efficiently delivered wire guides that would fit the bill for effective and reliable coil winding.

We don't think anyone involved in the coil winding industry can believe that once upon-a-time most coils were hand wound! With the advent of CNC machines, automated production cells, huge technological developments, and increased demand for electrical goods, **Rob Bedford** (*founder & Managing Director of Eurotubes, born Smethwick, West Midlands, UK - 1951*) spotted the niche opportunity for a new breed of wire guide engineering and designed innovative machinery that could produce large quantities of high quality wire guide nozzles, quickly.

Often a man of few words, but many thoughts, Rob now speaks to us about Eurotubes – briefly!



So, what inspired you to explore wire guide tube production?

"It was simply not possible to buy high quality wire guides, at reasonable prices, with a timely delivery."

And to what degree has the market for wire guide nozzles changed over the last 20 years?

"Of course it's become more competitive, but the market place has expanded enormously; mainly due to the increased use of automatic winding equipment and demand for wound components, especially in the automotive industry."



What makes Eurotubes so special?

"Eurotubes has an amazing team ethos; every player operates on a level playing field, striving to achieve the same goal. This accounts for the consistency in the quality of our products and allows everyone to be flexible and dynamic, yet focused when faced with new engineering challenges or very busy periods."

How has the company survived the price-aggressive far eastern competition?

"Quality, Quality, Quality..... Quality of product, quality of engineering knowledge, and quality of service. We believe that our friendly, yet professional approach, to delivering such a value-for-money product is why our customers know they can continuously trust and rely on our expertise for wire guide nozzle production and delivery."

What about the future for Eurotubes?

"We're pleased that competition isn't an issue. The exchange rates continue to present us with pricing issues, but our wire guides are more competitively priced than ever before. Our customers know and appreciate this, but also know they can always rely on us to provide solutions to their coil winding challenges."

"As we're the only wire guide nozzle manufacturer that can produce our own raw material from scratch, our customers can be rest assured that we won't be running out of our specialized steel, which brings the best out of a wire guide nozzle – and they can also rely on the product's consistency of quality because of this fact."

"The future is very bright..."

NEW PRODUCTS!

At 'The Factory', we've always tried to stick to what we know best. This ensures that our R&D efforts are focused on innovating new methods and technology to improve our manufacturing processes—and therefore—quality of product. However, we're very entrepreneurial at The Factory and are always looking to offer new products and services to our customers. There are two products to focus on in this Quarter's issue: Micro Technical Tubing & Mist Sprays...

MICRO TECHNICAL TUBING

Our **Micro Technical Tubing** offering was fully launched and marketed in 2007:

The demand for micro tubing has increased over the years; used in all kinds of industries, our advantage comes from the limitations that many companies have on being able to manipulate and manufacture this type of tubing (small-bore, heavy-wall sectioned tubing, for example) ***to small quantities, cost effectively***; we have developed the production equipment and processes to facilitate custom orders and fill yet another niche.

We are now seeing all manner of enquiries for this product, from the mass manufacture of bespoke hypodermic needles, to standard titanium, copper, or stainless steel tubing—ordered in smaller quantities, to a bespoke specification/standard.

Our strengths for the manufacture of this offering come from our expertise in—and our vast knowledge of—**metals**; their limitations, in terms of manipulation and tolerance, but also their properties and suitability for types of application and intended use. We are able to source and draw most metals, and the key selling point to our customers is that we can produce in smaller quantities, to tight tolerances.



MIST SPRAYS

Our **Mist Spray** product is worthy of a mention this quarter, as we are about to start work on another new website! This website (www.mistsprays.com) will be dedicated to the Mist Spray product, and to the horticultural market. This is a move to segment the product away from our traditional coil winding related offerings and present it to a more relevant, targeted audience. We will also be using this site as a gateway to anything horticultural. We are currently accepting invitations to explore link-share options.

As you may have seen from the products section of the new Eurotubes website, the product is used for the mass propagation of fine plants, seedlings, and cuttings. It's a crucial piece of equipment for any nursery, growth tunnel, glass/green house. Like our wire guides and soldering machines, we sell this product all over the world, and have strategic relationships with resellers and vendors who supply to agriculturists, horticulturists, botanists, and so on. If you'd like to find out more, please email info@eurotubes.co.uk.



www.eurotubes.co.uk

EUROTUBES UK LTD

Park Road

Easton

Portland

Dorset DT5 2AD

Phone: +44(0)1305 823932

Fax: +44(0)1305 860116

E-mail: info@eurotubes.co.uk

EUROTUBES UK Ltd

**WIRE GUIDE SOLUTIONS FOR THE COIL
WINDING INDUSTRY**

Eurotubes UK is the world's leading producer of wire guide nozzles and associated coil winding products.

Established in 1987, the company's staff have over 250 years of combined experience in wire guide tube production and of the coil winding industry.

Our mission statement has never changed: to provide the highest quality product, at a competitive, value-for-money rate. Efficiently delivered - at a service level second-to-none.

Eurotubes is a global company, with offices and wire guide agents in Germany, Hong Kong and Shenzhen, USA, Italy, Spain, France, Sweden, India, and more.

Should you have further questions about any aspect of our organisation, please feel free to get in touch!...

Greg Bedford:

E: greg@eurotubes.co.uk

T: +44(0)1305 823 932

W: www.eurotubes.co.uk



THE BACK PAGE PARAGRAPHS

We love customer feedback; that's why we're inviting you to tell us about your experiences of our wire guides, and about the realities of coil winding.

As we move through 2008, we are compiling a list of our customers' top 10 coil winding tales —anonymously communicated of course!

Please send all your quirky coil winding stories to greg@eurotubes.co.uk — the winner (coming top of the list) will receive a bottle of vintage champagne.

To give you food for thought, last month, we received an order from a UK customer who hadn't bought wire guides from us since 1996. Naturally

we were very inquisitive about how and where his company were sourcing their wire guides from, for the last 12 years! His response was a surprise to us all:

For the whole 12 years, their company had been using the same wire guide tubes originally purchased from Eurotubes back in 1996!!

Yes, this says a lot about the quality and longevity of our wire guides, but it also speaks volumes about the way in which this customer worked with and treated our products.

Getting the right wire guide nozzle for your coil winding equipment is crucial.

The following factors should be considered:

- The wire gauge being used
- CNC software is setup correctly, and up-to-date
- Dimensions of the wire guide are correct for the type of winding and type of coil being wound

If you're not 100% certain about which dimensions of guide and winding methods are right for you, for many years, Eurotubes has provided tailored solutions and critical answers to many of its customers. Just email techsales@eurotubes.co.uk