

FOWLMERE ENGINEERING LTD

Established some 45 years ago, Fowlmere Engineering has grown into one of the largest UK independent welding distributors and the largest Air Products Gas Agent in Europe.

In September 1992, Arran Nicoll joined the Company, to help run the business with his brother Rob. For eight years prior to that, Arran was the Chief Race Engineer for his other brother Kurt who was an aspiring grand prix motocross rider.

Arran's Father bought into the Company in 1973 when it was solely an engineering company. The Company expanded into the Industrial Gas and Welding distribution business in the late seventies.

When Rob and Arran took over the running of the business in 1992, they made the decision to focus on the distribution side. In 1995, their Father took a less active role and the engineering side of the business was closed.

To-day Arran and Rob run the company with their parents holding positions as Directors. Their Mother had trained as an accountant so is able to offer advice on any financial issues and whilst their Father is available for advice through his wealth of business experience. He is the current FIM World Motocross Race Director, so in this capacity he travels the World for most of the year.

Fowlmere employs 15 people, with the primary contact for any sales enquires being either Rob or Arran.

Arran says: "We have a very strong relationship with Air Products and were their 'European Agent of the Year in 2008'. Migatronix is our main supplier of welding equipment alongside Lincoln Electric, GYS and Mosa. Weldability-Sif is our largest supplier of welding consumables with additional products coming from Wilkinson Star and Weldspares, whilst our gas control equipment comprising regulators and manifolds are supplied by Gas Arc.

We also have a great deal of success in selling abrasive products supplying SIA and Klingspor products. Fume and Dust Extraction is a rapidly growing market, where we represent Kemper. In November 2010 we added Calor Gas products to our portfolio, so you can say that we could be looking forward to long cold winters!"

Fowlmere deliver to customers old and new across East Anglia supplying a very varied customer base from large fabricators, universities and colleges, construction sites, agricultural manufacturers to private farmers and individuals.

At the beginning of 2010, the Company entered into an agreement with Weldability-Sif to create an ecommerce website, which has increased the Company's profile on the internet. To see how professional this site is just log onto: - www.fowlmerewelding.com



Left to right:
Arran Nicoll, Matthias Kuhn (Air Products, General Manager, UK and Ireland) and Rob Nicoll at Trade counter



Left to right Janice, Melanie and Sarah (Sales/Accounts Office)



Arran continued: "We have a fleet of nine delivery vehicles, six 7.5t lorries, one 18t lorry, a 26t lorry and a Vivaro van so consequently we try to deliver on our own transport where possible, we also have two new vehicles on order an 18t and a 26t DAF which should be on the road by the start of June 2011. This will give us full control and confidence in the quality of service we offer. It also means that we maintain relatively high stock levels to provide our next-day service. Andy Linwood is our Service Engineer and he handles machine servicing and breakdowns, whilst Ivor Harvey is our Gas Control Engineer covering installations and inspections.

Both Rob and I are very competitive people and we get great satisfaction from success. We always maintain our core

values of treating all our customers in the manner in which we would like to be treated ourselves and only supply high quality products that we both believe in and would be happy to receive ourselves."

Fowlmere's employee training centres around safety issues associated with the Air Products gas side of our business which is very heavily regulated. Both our machine and gas service engineers attend manufacturer's training courses on a regular basis, whilst Rob and Arran are always absorbing new ideas to help improve their business.

The Company operates a very small trade counter due to its location and because around 94% of sales are delivered. Talking about the distribution industry in general Arran said: "The growth (and decline) of many smaller re-sellers and the diversification of tool merchants into the welding sector has caused pressure on profit margins. With times becoming harder for manufacturers and wholesalers there has been a removal of 'minimum order values' and 'quantity discounts' which has made very competitive pricing available to any re-seller, who previously would have had to pay a premium price, if they were allowed to even open an account. This again has affected pricing in the market place.

I feel things will not get any easier in the short term but there will always be a place for professional welding distribution and we continually research and look at new opportunities.

I was asked by the Editor of Welding World, were I not working in the welding industry what would I like to be doing. Well, I would like to be an extreme sports athlete (with an amazing ability to consume alcohol without affecting my fitness!). How about that!"

Fowlmere would like to thank all their customers and suppliers for their continued support and assure them that they will continue to support and promote them in the most professional way.



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PRODUCT

For details contact: GYS Ltd

T: +44 (0)1926 338609

E: n.pulsford@gys.fr

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SINGLE PHASE MIG INVERTER WELDERS

PEARL and PEARL XL are single phase, 110V / 230V 13A, 50/60Hz, 6kVA, compact, portable MIG welding inverters utilising synergic welding technology

GYS power management technology provides integrated Flexible Voltage which automatically adapts to any voltage in the range 85-265V and Power Factor Correction (PFC) technology which substantially increases efficiency. In combination these features overcome power supply problems caused by imperfect generators or long extension leads.

The 230V PEARL is rated 120A @ 60% duty cycle using a 13A plug and 0.6mm – 0.8mm diameter MIG wire as well as 0.9mm flux cored wires. The 230V PEARL XL is rated 120A @ 60% duty cycle using a 13A plug and 0.6mm – 1.00mm diameter MIG wire as well as 0.9mm flux cored wire.

PRODUCT

For details contact: GYS Ltd

T: +44 (0)1926 338609

E: n.pulsford@gys.fr

W: www.gys.fr



NEW SIMPLE TO WELD MIG WELDERS

Smartmig 142, Smartmig 162 and Smartmig 3P are highly innovative low cost MIG machines with a revolutionary 'Smart' control panel to simplify set up, which is ideal for non professional welders welding mild steel, stainless steel and aluminium.

Setting the welding parameters is a simple 3 step process; 1. Select wire diameter and metal thickness, 2. Switch the controls, 3 Weld. And with prices from just £269 GYS have positioned this machine to fulfil the needs of the many customers who need a machine for the occasional job and who do not want to spend a fortune.

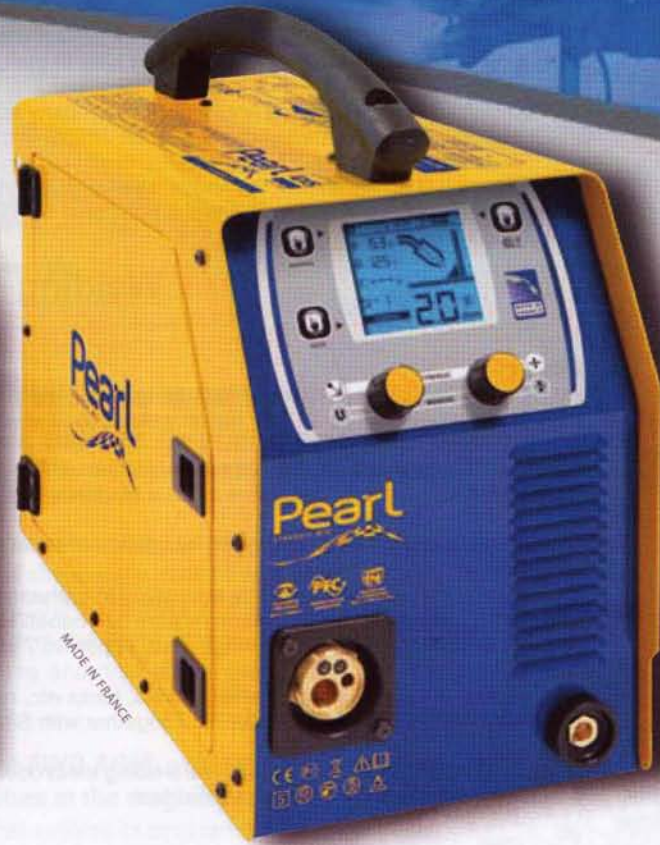
The 3 machines in the Smartmig range, range from 140 to 170 amps, with and without Euro Torch and a multi-process machine that is also an MMA welder.



INVEST IN THE FUTURE

THE PEARL

- 110V/240V CAPABILITY -
MIG / MAG INVERTER



SPECIFICATION	PEARL	PEARL XL
FLEXIBLE VOLTAGE - 85 - 265V	✓	✓
POWER FACTOR CORRECTION	✓	✓
240 V - 180A ON 13A PLUG	✓	✓
110V - 120A ON 32A SUPPLY	✓	✓
SYNERGIC OR MANUAL MODE	✓	✓
EURO TORCH	✓	✓
N° OF WIRE ROLLERS	2	4
MAX WIRE REEL	5KG	15KG

PERFORMANCE

PFC
POWER FACTOR CORRECTION
Power Factor Correction

FV
Flexible Voltage
Flexible Voltage

6kVA
Protected & Compatible
Protected & Compatible

PRO EC
400V Tested in Production
400V Tested in Production

PFC
Power Factor Corrector

FV
Flexible Voltage

85V 265V

110V 240V

GYS Ltd. - Your distribution partner

Founded in Laval, France in 1964
360 employees - 30 in Research & Development
ISO 9001:2000, TUV, and Thatcham certification
Export to 90 countries
260,000 machines manufactured in 2008



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GYS RECRUITING



Sales Professionals Various Levels

To continue our UK expansion GYS is looking to recruit sales professionals for Area Sales Manager positions in several areas of the UK and potentially at a more Senior Level.

As we are still new to the UK (24 months) your initial priority will be to win new accounts then working with those accounts to mutually grow business.

Our product range is continually expanding with high technology products offering additional benefits to customers.

We have opportunities in several areas of the UK. Individuals with senior experience are also invited to apply to discuss possible opportunities.

Apply in confidence to:-

Neil Pulsford
UK Commercial Director
n.pulsford@gys.fr
GYS Ltd, Unit 2 Spartan Close,
Tachbrook Park,
Warwick, CV34 6RS



- ▶ GYS - Manufacturer of Europe's best selling Welding Machine (GYSMI 161)
- ▶ GYS - Manufactured 265,000 machines in 2010
- ▶ GYS - A growing company, turnover €56m in 2010

GYS is a major manufacturer of Welding Machines & Battery Chargers, with 400 employees mainly at our French factory and HQ. In 2009 we opened our subsidiary in the UK & have recently completed our relocation into larger premises in Warwick.