



SMART NEWS

Yorkshire Air Ambulance

Duraweld's 2009 'charity of the year' was the Yorkshire Air Ambulance – an independent charity which provides a life saving rapid response emergency service to five million people across Yorkshire.

YAA flies seven days a week, 365 days a year, covering a vast landscape that not only includes major cities and motorways, but also rural and isolated locations.

They've been busy raising money for them since the summer, organising a special 'Bring and buy' sale and a hugely popular 'Bike to Work Day'. During 2009 Duraweld raised hundreds of pounds for the charity.

For further information or to make a donation visit: www.yorkshireairambulance.org.uk

Below: Sandra and Angie from the Production department promoting the Bike To Work Day!



Staff focus

Lee Embleton, Warehouse Supervisor

Lee joined the Duraweld team five years ago and is in charge of the smooth running of our 5,000 sq. ft. warehouse. Every day he takes in deliveries of materials, fittings and mechanisms, logs everything onto the internal stock system and then organises where to store items so that everyone knows exactly where to obtain items when they are needed.

Originally working in production, Lee moved to his new role in the warehouse and takes great pride in ensuring it runs like clockwork and feeds the factory with maximum efficiency.

Lee said: *"This is the best job I've ever had – no two days are the same and there is a great sense of camaraderie amongst the Team which makes being at work both enjoyable and satisfying. It's great to be in a company that is always looking to improve and encourages ideas and change – and Duraweld certainly does that!"*



DID YOU KNOW... not only do Duraweld offer **FREE SAMPLES** for all stock items, but you can also get customised samples from £50? This amount is then refunded against orders over £500.

This service is vital if you want your product to be just right and it offers you the peace of mind you need to place those important large orders with confidence.

Contact your account manager now who will work with you to design a sample, or you can order one online as part of the 'build your own' service.

Paper Over Board (POB)

Combine the rigidity of a vinyl binder with the ability to have artwork right to the edge of your product by choosing paper over board. You can supply your own sheets or we are delighted to quote for printing your artwork. Ask your account manager for details.

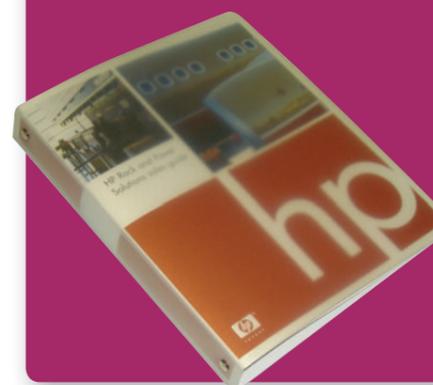


Wiro Binding

For years we've been producing printed and unprinted covers for notebooks and reports, now we can produce the finished product for you, with our new wiro binding service. Ask your account manager for details.

Best sellers, new products and next season's 'must haves'!

- **Paper Over Board (POB)** is the hot new look for 2010. This versatile, cost effective method of production is strong and smart. A popular option.
- **Wiro binding a polypropylene binding cover** onto a simple printed document transforms it into a professional looking presentation.
- **Quality that lasts** – our long standing stock ranges are more popular than ever. Check out presentation binders, self adhesives and badges – available online or via the sales office from your account manager.
- **Recycled frosty polypropylene** looks good and is great for the environment. It has all the same properties as virgin material – but with a clear conscience!
- **Entrapped ring binders** are a great way for printers to showcase their printing skills by creating a distinctive and cost efficient ring binder.



It's live! Unique new online service launched



Duraweld officially launched its new online service with a special workshop at the start of the prestigious 2009 BAPC Conference.

Offering a host of new functions, the new service enables you, for the first time ever, to 'virtually' create your own ring binder online. You also get instant quotes 24/7 and can adjust the specifications until you see exactly the ring binder you want.

Registered users can:

- buy on account or via credit card
- see their account history
- enter alternative or multiple delivery addresses
- track their order delivery
- have any special discounts automatically applied
- have goods delivered under plain label.

As part of the planning process for the new website, Duraweld undertook a number of market research exercises to find out exactly what its customers

needed in an online service. The results from the latest survey, which was conducted amongst the company's top customers, revealed how buying habits differ between home and work, a growing confidence in choosing customised items online and the 'must haves' for that perfect e-commerce experience! (For full details of the survey results see page 3).

One of the first customers to use the site was Hayley Hadfield, from online art retailer Chroma Life. Hayley said: *"The Duraweld website makes buying from them a pleasure. It really is a fantastic simple system that is visually easy to follow all the way to buying."*

I love the fact that I can quickly access past details so I don't have to print and store them somewhere, they get sent to my account automatically. This kind of facility has clearly been built for efficiency and acts in the buyers' best interests. It is definitely something that will make me loyal to them over other companies."

Visit the new website now at: www.duraweld.co.uk



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Client corner

Our first 'build your own' binder client, Rachael Kirkham from Training & Leadership Coaching Ltd.

Training & Leadership Coaching Ltd. (TLC), had a project to work with NHS Doncaster to design and deliver a two-year transformational leadership programme and needed a participant handbook to hold all the workshop information.

Rachael Kirkham, director of TLC, said: "We opted for bespoke files that could be used for the work with NHS Doncaster and for any other of TLC's programmes. They had to be a fairly specific shade of purple and include the TLC brand."

Duraweld's costs were amongst the lowest we found, their delivery options were unbeatable and, when we telephoned to confirm our order, we found that the customer service was superb! Plus, Duraweld were the only supplier who could do the purple colour match.

The 'build your own' feature is so easy to use - within 10 minutes, we had designed our files and confirmed the order. The quality of the files is superb and every interaction we have had with Duraweld has enhanced our experience as a customer. We will definitely be coming back for more and have already recommended the service to many of our contacts."



Technical corner When size matters!

A guide to getting the right sized ring binder for your needs.

You need a ring binder, but you're not sure what size. You don't want a bigger binder than necessary and you want the finished product to look neat and well presented. Use this simple guide and get the right product for the right job.

What grammage paper are you using?

Most office environments use 80gsm (grams per square metre) or 100gsm paper. The weight is normally shown on the box. Printed promotional sheets tend to be on denser paper and high quality display sheets used in presentation folders have an almost card feel to them at 220gsm or higher.

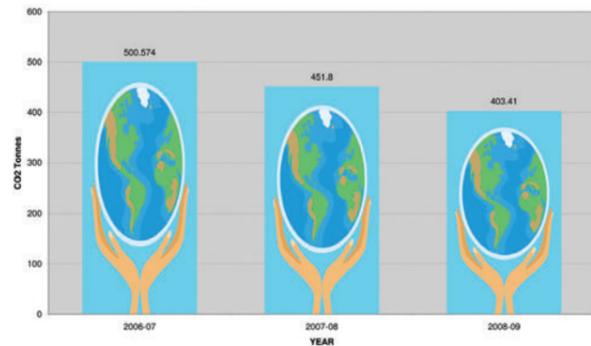
Remember: the higher the grammage the thicker the paper.

How many sheets do you want to hold in your binder?

Fewer than 100 sheets in our popular 25mm mechanism will look out of place - cramming 500 sheets into a 15mm mechanism just isn't going to happen. Use this simple guide to get the correct size for your needs.

Weight/Capacity	15mm	25mm	40mm	65mm
80 gsm paper	150	250	400	650
100 gsm paper	135	225	350	575
120 gsm paper	120	200	320	520
160 gsm paper	90	155	250	400
220 gsm paper	65	110	180	290

Record CO₂ reductions announced



Commitment to environmentally responsible business practices continues to be at the top of Duraweld's agenda. Since being awarded the ISO14001 accreditation in December 2008, Duraweld has successfully passed six month reviews from the Quality Assurance Registrar, which allows it to retain this important accreditation.

The company is also celebrating the fact that the successful implementation of its ambitious 20 step Environmental Policy has resulted in significant reductions in its carbon footprint with total emissions down almost 20% in two years.

Other efficiencies reported in the 12 month period to July 2009 show:

- Electricity kwh usage - reduced by 18%
- Gas kwh usage - reduced by 20%
- Water consumption - reduced by 3%
- Skips sent to landfill - reduced by 30%
- Amount of new pallets/boxes purchased - reduced by 35%
- A4 office paper usage/purchased - reduced by 29%

Hannah Senior, Chief Operating Officer, Duraweld said: "As a factory-based business, we have had to be determined and focused in making our environmental policy work, and are delighted that we have achieved such outstanding results in such a short space of time."



Online survey results

We surveyed our top customers to find out exactly what they wanted from an online service, and asked them how they felt about buying customised products online. Here are some of the highlights of what they had to say and how we have responded:

Over 60% of respondents are confident or reasonably confident in ordering customised items online, and indicated that their trust will grow the more they use a site.

The 'build your own' online service has been tested by our customers who, in a very short space of time, have developed their confidence to place orders this way.

Respondents stated that the provision of proofs and having a previous relationship with the company helps to increase confidence in buying customised items online. Of those that had ordered bespoke items online at work, 84% were happy with the results.

Customers enjoy the reassurance of seeing a ring binder created on screen and being able to order a sample.

The main reason respondents said they shop online was for the convenience, speed and simplicity of the internet, with account tracking, timed delivery

and telephone contact numbers viewed as the most important facilities to have on an e-procurement website.

Account tracking, timed delivery and customer services telephone numbers are all available via the Duraweld website.

The main disadvantages highlighted for online buying were that one cannot discuss orders/receive suggestions, delivery problems and the lack of personal relationships.

All Duraweld customers have a designated account manager, at the end of the telephone, who looks after their every need.

Jane Harper, Duraweld Marketing Manager, said: "The survey results gave us some fascinating information about what people need to have confidence in using a website, and how to make their online experience as positive as possible."

Duraweld owner honoured by BAPC



Richard Senior, owner and director of Duraweld, has been awarded life-long membership of the BAPC (British Association for Print and Communication) in recognition of his dedicated services to the print industry. Announced at the Association's annual conference in Buckinghamshire, Richard was presented with a specially engraved glass award to commemorate the event.

At the presentation, Freddie Kienzler, Deputy Chairman of the BAPC, gave a short speech highlighting some of the many innovations Richard has made during his career, such as his work on recycling, which have kept

him at the forefront of the print industry. In particular, Freddie highlighted Richard's entrepreneurial spirit and willingness to help others find solutions to their problems; and he spoke of his current role as Chairman of the Binding Industries of America, despite being British!

Richard commented: "I was absolutely stunned by the announcement and would like to thank the BAPC for their very kind words. I have great admiration for the Association and it is always a pleasure working with everyone. I would also like to say thank you to all our employees at Duraweld who have shown me amazing support over the years, and who are a fantastic team to work with."



Make the right impression!

When hosting conferences or business meetings, smooth organisation begins with quality products. Here at Duraweld we make your life easier by providing everything you need to make a lasting impression.

- Badge holders
- Lanyards
- Pins or clips
- Range of conference folders
- Fulfilment service
- Delivery to venue

All can be printed with your branding for a lasting professional finish. We even take stationery items back for recycling at the end of the event - speak to your account manager about making your meeting that little bit smarter.