

Brass News Online



Just like brass, our Brass News is resistant to tarnishing and to celebrate UAP's 15th birthday, we've given the good ole' Brass News a polish to present to you a brand new version where we promise to bring you up-to-date information every month, straight to your inbox...

THIS ISSUE:

- UAP's product of the month: **LETTER PLATES**
- How UAP Tradelocks has expanded in 15 years of trading
- How UAP Tradelocks can help you train staff, lower costs and increase value
- UAP Tradelocks announce record profits as a UAP product is fitted every 5 seconds
- Why UAP Tradelocks customers can enjoy price stability
- UAP and HOPPE offer the perfect Colour Match Solution
- Clearance stock offers
- UAP Tradelocks customer survey results are in

It all started with a door knocker...

For Walt Disney, it all started with a single picture of a mouse. For UAP Tradelocks it all started 15 years ago with a single brass door knocker, and from that humble beginning UAP Tradelocks has grown into one of the largest decorative door product suppliers in the market, offering over 1,400 products in stock across its two warehouses and dedicated offices.



Tick Tock - A product fitted every 5 seconds

The UAP range of door hardware has grown out of all recognition from its early humble days, and the recent purchase of the Signature Range from Regalead increased the product range even further. Between August 2010 and July 2011, UAP Tradelocks despatched over 1 million items, meaning that every 5 seconds, a UAP door hardware product was fitted in the UK. The UAP Tradelocks range now consists of over 1,400 different products and in this landmark year, UAP Tradelocks have just recorded their highest ever company profit, exceeding the half million pound mark for the first time.



"In the beginning we started UAP Tradelocks to offer a high quality range of products aimed at filling a huge gap in the market. But over the 15 years we have grown on the back of employing great, dedicated staff, and maintaining the policy of offering the best quality products at the lowest possible price."

- David Jennings,
Managing Director

So, what's with the UAP Tradelocks tag?

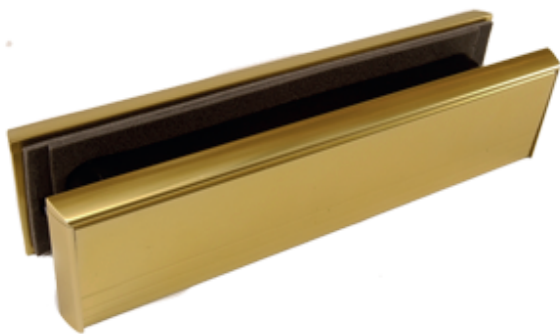
Two years ago, UAP launched Tradelocks to the locksmith industry, introducing a wide range of affordable tools to pick locks quickly and easily to the market. Since then the range has grown enormously and we are now amongst the top 3 tool suppliers to the locksmith trade as well as winners of the industry's 'Supplier of the Year 2011'. Through Tradelocks, we proudly supply thousands of trade professionals, including government offices, the police, garages, the AA and the RAC across over 24 different countries from the USA to Lithuania, Spain to Brazil, and India to Thailand.

But supplying high quality tools is just a part of the story. We also train locksmiths in our very own training centre based in North Manchester, to enter properties quickly, easily and without damage.

So what? How is this of interest to you?

Everyone has remedial work. Locks jam, doors drop, window drop. The result is always time consuming and costly, and may even cost you the price of a locksmith. What if we told you we can supply you with low cost, high quality tools that could get you entry in seconds with no damage to the door or window? What if we said we can train you at low cost to do this type of work? Well then your remedial cost budget would drop massively, and you could even offer extra guarantees and services for your customers. If you are interested in reducing your remedial costs as well as adding value to your customers by being able to offer more, whilst costing you nothing, then you should give us a call and see what we can do for you.

PRODUCT OF THE MONTH:



During the 19th and early 20th centuries, mailmen would knock on individual doors and wait patiently for someone to answer. Efficiency experts estimated that each mailman lost 1.5 hours each day just waiting for somebody to answer the door. Eventually, homeowners and businesses began to have letter plates installed so they could receive their post when they were unable to answer the door. That simple slot in the front door has enabled millions of people over the past 200 years to receive birthday cards, letters from loved ones, takeaway menus, UAP Tradelocks newsletters and more...

Over the past 15 years, UAP have taken the simple letter plate design and added maximum security and weather protection features. The entire range of UAP letter plates conform to BS/EN 13724:2002 standards and have seals to prevent water seeping into the door or panel, as well as being Anti Vandal™, which safeguards against snapping, scratching, burglary and the posting of nasty unwanted items, such as fireworks.

Also available, are Nanocoast letter plates which are resilient to salt air and therefore perfect for coastal areas, as well as 1 hour fire rated letter plates, which can delay the spread of fire and smoke and add extra peace of mind to home and business owners alike.

Why not add value to a modest letter plate by adding a finishing touch? A security hood added to a letter plate not only offers great profit potential for you, but added satisfaction for your customers as letter plate hoods protect against key fishing – a technique where burglars prop open the letter plate flaps and hook out keys. These simple to fit devices are low cost to buy but offer fantastic upselling opportunities.



Simple, effective, profitable.

WE HAVE MOVED

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Holding prices at UAP Tradelocks

UAP Tradelocks have always had the policy to maintain low prices where possible, and in the past the calculation was a simple calculation of the raw material metal markets. But over the past five years this simple calculation has become much more complex. Nowadays exchange rates, labour inflation and transport inflation all get added into the mix, making pricing policy predictions complex.



We see many companies take a price increase positive policy where they are keen to put in price increases as soon as any market shifts, but at UAP Tradelocks we view this policy as being simply wrong and we take a much more customer friendly approach. We balance the various factors and then make a decision. This has resulted in us having just two modest price increases in the past four years. The price prediction calculation is complex. But we believe that unless anything changes dramatically, all our customers can enjoy price stability for the remainder of 2011.

Colour Match Solution

Our venture with HOPPE to provide a full colour match range of door hardware, including knockers, viewfers, letter plates, numerals, letters and handles, has really started to take off!

We have a downloadable Colour Match Solution brochure available and printed copies upon request. Contact a member of the Sales Department on 0161 763 5290 to receive your free printed copy now.



Clearance stock?

Occasionally we have surplus stock and are therefore able to offer fantastic clearance offers. To find out about clearance offers available please contact a member of the Sales Department on 0161 763 5290.

Survey says...

In July we carried out our annual customer survey and we were very pleased to see the results. As well as receiving lots of feedback and suggestions on how we can improve further, our results showed:



100% of our customers rated our door knockers, door viewers, letter plates and security products as being excellent to average!

100% of our customers rated our packaging and delivery performance as excellent to average!

100% of our customers rated product knowledge and technical back up from staff as excellent to average!

100% of our customers rated UAP Tradelocks as excellent to good compared to competition!

Our Finance and Marketing Departments have moved to the same premises as our Distribution Warehouses.

For the time being, you can still contact our Sales Department at our old address and numbers, but they will be moving to our brand new offices soon!