



Newsline^{SUMMER}2009

The Storage & Handling Equipment Distributors' Association

Striving for excellence

STRENGTH IN NUMBERS

THE SHEDA OSCARS

**SHEDA MEMBER
ECONOMIC SURVEY**

Members' News

**CLEVER ARCHIVING FROM
AXIS SCOTLAND**

**SMARTER STORAGE
FROM MORESECURE**

**STORAX REPORT UPTURN &
LAUNCH THRIFTY SHELVING**

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Strength in Numbers!

SHEDA President, Mike Lynch reports on a successful AGM

Despite particularly challenging trading conditions, most distributor members chose to take time out from their businesses to attend our recent AGM. To me, this is a huge indication that we all really appreciate the chance to meet and greet our colleagues and competitors and that SHEDA camaraderie remains as strong as ever.

We were most thankful to Redirack for sponsoring the event and welcomed a new member, System Store Solutions Ltd to our fold. Six other industry guests attended and we hope that those who are eligible will apply for membership.

For the first time, we courted editors of all three key magazines in our sector. Brendan Coyne joined us from Handling & Storage Solutions, Nikki Catchpole from ShD and John Chalkwright represented Warehouse & Logistics News. Each was genuinely interested to learn how our members are faring. Each has covered our story in depth and links with the press have strengthened further.

Publicity is a great way to flag up how seriously we take critical business issues, especially health and safety matters and we seek to add value wherever we can. I expect you know how the difference between marketing and PR is explained in a tongue in cheek way but for those that haven't, it goes like this:

'Guy goes into a bar and tells his mate: 'I'm really great in bed'!' – that's called marketing.

Girl goes into the bar and says to the mate: 'Your friend's a really fantastic lover.'

Now that's PR – official confirmation by the third party!

Media relations remain high on our marketing agenda and we hope to secure publication of a series of other features over the coming months.



Mike Lynch, President.

We aim to underpin the position of SHEDA as the brand to trust.

CONTACT DETAILS

Please don't forget that your general feedback and suggestions are always welcome.

Sharon Parker at sp@heathcote-coleman.co.uk or myself at mike@lyntech-systems.ltd.uk or just pick up the phone!



THE SHEDA OSCARS

Moresecure wins top SHEDA honour



**Trade-only storage supplier
Moresecure won the industry's top
honour, SHEDA's 2009 Supplier of
the Year title.**

All smiles at the SHEDA Oscars: left to right, Phil Culling, MD of Redirack; winner John Halliday MD Moresecure; Mike Lynch President of SHEDA; David Camm President Elect of SHEDA on behalf of Quigley Metal Products and David Teulon MD of Troax.

The Telford-based company, part of the Whittan Group, has featured in the top three SHEDA awards for the last three years. This year they made it to Number One slot, earning the coveted award for consistently excellent service.

It was presented at our 28th SHEDA AGM and awards presentation, held at Stratford Manor Hotel in Stratford on Avon. Second place went to Swindon-based secure storage system supplier, Troax UK Ltd with last year's overall winners, South Yorkshire pallet racking and storage solutions specialist Redirack, carrying off third place at this year's prestigious industry event. The SHEDA Shield of Honour, presented to the company which showed the most improved service over the year, went to Quigley Metal

Products of Stourbridge.

President Mike Lynch told AGM delegates: "Once again we've enjoyed a year in which standards of products and service have continued to rise, even in the face of unprecedented economic challenges. It's testament to the commitment of all SHEDA members to their industry."

New voting procedures have helped streamline the awards process and we received a record number of voting return slips.

The SHEDA Awards are voted by the members and are presented annually to recognise the outstanding service provided by SHEDA members across the UK and Ireland.



SHEDA Member Economic Survey

Our thanks go to Jim Holden, consultant to Rack Industries who prompted us to undertake an economic survey to provide feedback to many SME members.

The second in a series of in-depth fact finding missions, we wanted a simple tick box exercise to find out just how members were faring. Response was just short of 100 per cent.

Clearly we anticipated sales, future orders and enquiries would see a sharp decrease which members reported at between 58 and 67 per cent but SHEDA thinks there may be a crumb of comfort in the

	Increased	Remained Constant	Decreased
Invoiced sales	25%	17%	58%
Future orders	8%	25%	67%
Enquiries	8%	34%	58%
Total number of employees	-	66%	34%
Sales costs/expenses	25%	50%	25%

During the next twelve months do you believe that you:-

	Improve	Remain Constant	Worsen
Turnover will	7%	34%	59%
Profitability will	-	25%	75%

figures as cost of sales has largely remained constant or decreased.

What is encouraging is that

members are keen to make their views known and participate in information gathering to the benefit of the group as a whole.

ELECTION OF COUNCIL 2009/10

Members of Council for 2009/10 have been elected as follows:



President	:	Mr Mike Lynch
Vice-President	:	Mr David Camm
Honorary Treasurer	:	Mr Luke J Egan
Regional Chairmen:		
Eire	:	Mr Jack Phelan
Midlands	:	Mr Luke Egan
North	:	Mr Phil Howe
Northern Ireland	:	Vacant
Scotland	:	Vacant
South East	:	Mr I Saunders
South West	:	Mr Craig Powell
Elected Members	:	Mr Mike Lynch Mr Simon King Mr Ken Miller



Thousands more boxes than the nearest rival



Axis Scotland has won a major contract from Removal Services Scotland Ltd to design and supply a racking system for the storage of archival boxes. The move is a planned diversification into a new market for RSS Ltd.

From the outset, Axis recognised that the contract would be won by the supplier who designed a system to store the greatest number of boxes within the building.

The racking system recommended by Axis was a Redirack design who has partnered Axis in Scotland for almost twenty years. The design and layout proposed achieved a storage capacity in excess of 169,000 archival boxes and in the words of Axis's customer: "Thousands more than your nearest competitor".

With the first phase successfully installed on time and on budget, RSS Ltd is now planning to install phases two and three ahead of schedule.

CONTACT DETAILS

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SHEEDA

Smarter storage from Moresecure



Moresecure is launching a range of new mobile shelving products – an increasingly important part of the storage market.

New developments include the MD500 Medium Duty Mobile Shelving System. Perfect for everyday storage of files, archives or stock in retail units. It's as versatile as your customer's needs and its modular construction allows the mobiles to be moved or extended as circumstances change.

Also new is the FollowMe electric drive system - the safest mobile shelving drive system on the market. Using this new drive system, you can move large sections of mobile shelving at the touch of a button.

The new FollowMe electronic controls are simple to use. They run off a simple 12v power supply

that connects to the mains using a standard power socket and do not require electrical trades to install. Compared to other electronic systems they're a lot less complicated and have no need for expensive safety sensors.

The system is designed to ensure complete safety of both the operator and anyone else working within an aisle. Units are operated from the closing aisle so that you can see if there is anyone inside or if there are any obstructions.

To view the FollowMe drive in action, please visit <http://www.followmemobile.co.uk>

CONTACT DETAILS

For more information, please contact Moresecure on 01952 683900 or email sales@moresecureint.com



Storax Racking Supplies

report upturn in orders for spares and repairs

“It’s an ill wind that blows nobody any good” as they say, and the economic downturn has seen an upsurge in orders on Storax for end-users who are carrying out remedial works on their existing Speedlock Mk3® racking installations using Storax SP80 racking materials.

It seems that ‘doing nothing’ is no longer an option and that those who were planning to expand by moving are now staying put and maximising their storage capacity by squeezing more levels into their existing systems; others who had been planning a complete re-fit are now sticking with their current racking and carrying out repairs and modifications to remain operational.

Storax SP80 is increasingly being chosen for new racking installations as a system in its own right. However, it is also uniquely compatible with original Dexion Speedlock Mk3® racking, due to having been made for more than 25 years under that same name and to the same specification in a licensee agreement with Dexion Ltd. This pedigree means that it can be used with total confidence for damage repairs or for re-modelling existing installations combining SP80 components in conjunction with existing materials.

Storax can offer a free and comprehensive design and quotation service for all SHEDA members.



CONTACT DETAILS

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Storax announce new 'Thrifty' shelving range

Responding to the demand for good quality shelving products at market-sensitive prices in these difficult times, Storax have just introduced their new 'Thrifty' shelving to the market, identifiable by the Thrifty Piggy Bank!



Thrifty IM50 bolt-free shelving and Thrifty DX160 bolted shelving are both all-steel products. Both offer an impressive 1 tonne bay capacity - and both are being offered at the same price as equivalent chipboard shelving.

The keen pricing has been made possible by holding even larger quantities of shelves than usual and – in the case of Thrifty IM50 – by the development of a new 'tap in' beam. The economies that these 2 measures have resulted in have brought cost savings which Storax are pleased to be able to pass on to their customers in full, with a complete design and quotation service available to fellow SHEDA members.

Thrifty IM50 and Thrifty DX160 are available ex-stock from Storax Supplies' Hemel Hempstead warehouse.



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