



Summer  
Edition  
2008

## "The Cutting Edge"

**W**elcome to the second edition of our newsletter. It's been an incredibly busy few months at Midtherm Laser as we have been working hard to make sure that we successfully service all of our valued existing customers whilst pro-actively visiting new market places to generate new and exciting opportunities.

This edition of our newsletter provides an update on "The Steel Supply Situation" and the measures that Midtherm Laser has put in place to maintain our competitive edge. We also would like to take the opportunity to introduce our Administration team, I am sure you all know what they sound like on the phone, but now you can put faces to the voices. Other features include the winner of the Winter Caption Competition, Other News and a new competition for you to enter.

Before we move to the information sector of this newsletter, we would like to draw your attention to a famous quote that we adopted a few years ago. This inspirational quote complements our Mission Statement.

"A customer is the most important visitor on our premises; he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so."

[Mahatma Gandhi](#)

## Steel Crisis?

European steel producers seem determined to squeeze the European lemon, announcing additional massive price increases that further threaten the competitiveness of the European steel processing industry and the whole supply chain including metal transformation, machine building, shipbuilding and manufacturing of marine equipment, car suppliers and household producers, inevitably leading to higher prices.

With decisions by the European Commission on current anti-dumping proceedings still pending, Chinese and other independently traded exports into Europe have practically stopped, leaving the European steel producers to write their own blank cheques. Even with on-going contracts, price hikes have led European steel producers to put pressure on European consumer industries to pay extra. ***"The effect of these price increases, at a time of shortage of EU-sourced steel, will cascade through the supply chain, reducing Europe's competitive edge and leaving European industry and therefore consumers to foot the bill. This is an unacceptable strategy from the European steel producers who are using anti-dumping proceedings to achieve short term gains at the expense of the rest of manufacturers and of consumers in Europe"***.

Source - [http://www.orgalime.org/Pdf/PI\\_Steel\\_Prices/10julfinal.pdf](http://www.orgalime.org/Pdf/PI_Steel_Prices/10julfinal.pdf)

We have all seen a massive hike in the steel prices over the past 6 months, and whispers in the market place are not sounding very positive. Midtherm Laser has taken the following steps to ensure that our customers get their laser cut parts at recession breaking prices .... How have we done this?



How can Midtherm Laser  
Offer the most  
**COMPETITIVE PRICES**  
Around?



- ✓ **Massive Steel Stocks** on ALL fast moving materials in ALL thickness. New stores added to our existing 13000 sq ft building to cater for our influx of work.
- ✓ **Buying Power** – We get the best rate going as we place well over 100 tonne per month and spend over £1 million per year on material!
- ✓ **State-Of-The-Art Machines**, Our Bystronic machines and our extensive experience allows us to run significantly faster than other manufacturers resulting in the parts being cut at a much quicker rate which allows us to pass on the savings!
- ✓ **Forward Thinking** - Each enquiry received is drawn and programmed prior to quotation allowing us to give you the actual piece price rather than an approximate!

## Other News



## Meet our Admin team...



**Linda Whitehouse** joined Midtherm Laser when it was formed in 2001. Linda works as the office manager and PA to Dean. Linda also looks after our credit control and supervises the admin team.



**Stacey Donnelly** has worked as an Admin Assistant for 2 years. She is on our apprentice program where she attends Dudley College on day release. Her duties include directing calls and organising deliveries.



**Lucy Haskew** joined the admin team 12 months ago. Her duties include answering calls, liaising with customers and order input. Lucy is also on our apprentice program attending Dudley College on day release.

### Winner of the Caption Competition

Thank you to everyone who took part in the competition. We had a huge response and it was difficult to choose a winner, we decided on 2 winners. Unfortunately we were unable to consider the responses that we deemed unsuitable, but they certainly made the office laugh.

#### Congratulations to...

**Brian McCann** of Link Controls..  
"Don't mix Hash with Budwiser"



**Kevin Stringer** of BR Engineering..  
"Hash, you owe me a tenner...  
I told you this will be the only cracker you'll pull here tonight".



### Caption Competition.

This photo was taken during our company Clay-Pigeon shoot.

#### What is the instructor saying to Dean?

The person who sends in the funniest caption will win a crate of beer and an invitation to join us on our next Clay-Pigeon. Closing date 1<sup>st</sup> November 08  
PS. Try and keep it clean. The winner will be announced in the winter edition.

Email your responses to [david.wheatley@midthermlaser.co.uk](mailto:david.wheatley@midthermlaser.co.uk)



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