

The Cutting Edge

Midtherm Laser Ltd. newsletter

WINTER, 2009

Issue 3

WELCOME

to the 3rd edition of our "The Cutting Edge" newsletter, which is intended to keep customers, old and new, up-to-date with the latest developments at Midtherm Laser Ltd.

In this edition we talk about the dreaded "R" word and discuss ways in which we can help your business stay at the top of your customers' supplier list. We also take the opportunity to introduce our production team and announce new projects that we have embarked on to ensure that we stay at the forefront of the laser-cutting industry.

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Credit Crunch, Recession and Solutions



Amid concerns that the economy is now slap bang in the middle of a recession, now is the time to consider how you can overcome any potential threats to the growth of your business. Despite the current credit crunch and the recent downfall of banks and businesses, retail on the high street remains steady.

The key for many businesses will be how to secure a larger percentage of the market that is available. Over the last few months, we have been getting grim predictions that the recession is here to stay for the foreseeable future. Times may be tough, but by being proactive, persistent and a little more creative in marketing what you can offer to your clients, you can still stay ahead. You should be thinking of ways you can focus on your customers' needs, now more than ever. With this in mind, we wanted to shout about our FAST quote turn-around times and highlight that we make every effort to get your jobs out the door as soon as possible as we understand that you have no time to waste.

To quantify what we are saying, after analyzing all of the quotes that our estimating team has submitted over the last 6 months, we have identified that 91.2% (that's over 4000 quotes) have been produced within 24 hours! We aim to push even harder and we predict that by the end of the year 99% of quotes will be submitted within 24 hours.

This service in addition to our very competitive prices and outstanding quality will not only allow your business to WIN more work, but it will also ensure that you will continue to get any repeat work available, making your business become stronger!



Smart Tricks: Taking Advice from Experts

Midtherm Laser is a forward thinking SME. We not only provide our staff with the most up-to-date training, we are also, with the help of local funding and initiatives, working with a number of consultants. They specialise in a variety of different applications ensuring that our company continues to provide our customers with first class quality and service.



COMPETITON

In addition to our *Bystronic* laser machines, ML have a **4mtr 220 tonne Amada Press Brake**. But do you know where this machine is manufactured?

Email your answers to our Sales Manager Dave at

David.Wheatley@midthermlaser.co.uk

Closing date is 11th of December 2009. The winner will be chosen at random and receive a bottle of Champagne. Just in time for Christmas.

We value your feedback, suggestions and comments.

Please, e-mail them to our Marketing Executive Iveta at

Iveta.Gurkovska@midthermlaser.co.uk



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Investing in the Future

We are proud to announce that our "Investors in People" accreditation has been renewed due to our continuous development and investment in our staff. In effect, the benefit to our customers is enhanced service and improved communications because we believe that happy staff equals happy customers.

We have recognised that Midtherm's success is not only due to our state-of-the-art laser machines, having the latest technologies available or our vast material stock. The core of our success is the people and the relationships with them; it is our staff, our customers and suppliers who keep us at the top.

With this in mind, we have embarked on a new project, teaming up with the University of Wolverhampton and the Knowledge Transfer Partnerships programme (KTP).



Knowledge Transfer Partnerships

The aim of this project is to introduce Customer Relationship Management (CRM) systems and new marketing and business processes in Midtherm Laser. The embedding of marketing expertise in our company will result in enhanced communications with our stakeholders and improved products and services.

This pioneering initiative offers a fantastic opportunity for both Midtherm Laser Ltd and for the KTP associate Iveta Gurkovska, who is now working with us as a Marketing Executive. Among numerous objectives Iveta will be implementing "ACT" CRM software, running specific marketing campaigns and helping us to generate new and exciting opportunities in new industries.

Meet the Production Team

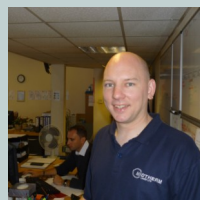
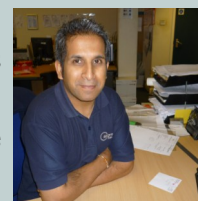


Neil Williams

Neil joined ML in 2004 as an estimator and was promoted to Productions Manager in 2006. Neil is in charge of procurement, looks after the production team and the shop floor staff.

Hash Patel

Hash joined ML in 2005 as an estimator and since 2007 is working as a programmer. He also helps out Neil with buying and scheduling for the shop floor. Hash has a degree in engineering and previous experience in procurement.



Gavin Brettell

Gavin started working at ML in 2007 as a laser operator. Previous training on CAD helped him to move to the position of a programmer in four months.

Lee Hughes

Lee joined the ML team in 2008 as a programmer. He also works with CAD developing 3D drawings used in the reverse engineering.



Steven Macaulay

Steve is the newest member of our production team. He has worked in the engineering industry for over 20 years and has extensive CAD experience.