

THE INDEPENDENT

June 2007
NEWSLETTER

MANUFACTURERS AND DISTRIBUTORS TO THE INDEPENDENT TRADE

Vol. 1 Issue. 1

Free literature enclosed with every issue of the Davant independent this month.



Angus Innes, Marketing Manager

REVOLUTIONARY ONLINE SUPPORT TO CUSTOMER BASE

Davant are breaking COMPLETELY new ground by offering their customer base a totally unique web support in the form of 'ONLINE PLUMBING SUPPLIES.COM'. Normally manufacturers offer their customers the ability to BUY the manufacturer's products online. Davant's unique selling point is that we can offer the opportunity for our customers to SELL their products ONLINE.....Different eh.....???

Please see P.2

www.davant.co.uk &
www.plumb-fit.co.uk or .com



Simon Bayliss, Transport Manager

MULTIPLE DELIVERIES PER WEEK PROMISE FROM DAVANT: SERVICE IS THE KEY

We live in a World where availability is everything. Nobody wants to over-stock on anything, but if the product is not in stock, how can you sell it...?

To solve this situation, Davant's transport department has been working around the clock to produce a delivery schedule that guarantees the customer a twice-a-week delivery schedule.

Please see the schedule on P. 4



'New' Davant launch 'Total' Ranges into UK Construction Industry

'NEW' Davant have launched a comprehensive and wide-ranging set of products for the UK construction industry under the 'TOTAL' brand. 'NEW' in the sense that Davant have traditionally been known as an insulation company, and yet are introducing a number of high-quality, building plastic products for 2007; 'TOTAL' in their ambition to offer customers a true, one-stop shop for their insulation and building plastic requirements.

Davant MD, David Merrick, says 'Insulation will always be a significant part of the life-blood of the company; and yet I expect building plastics to account for a larger percentage of Davant's turnover within 12 months. We want to give our customers a 'real' alternative choice to being dictated to by large, intransigent manufacturers. For Davant, the Customer truly is the King'.

In support of this claim, Davant have introduced, through acquisition into manufacturing, and a number of UK exclusivity arrangements, a complete range of building plastics ranges to complement their strong Insulation offering. High-quality, above and below ground plastics are available, in depth, to allow the independent merchant to compete with ANY major merchant or manufacturing group.

This wide product base is supported by true market experience in the various disciplines. Whether in underground or soil, rainwater or plumbing fittings, Davant has wide-ranging knowledge and expertise contained within their personnel. 'TOTAL' is the concept, and 'TOTAL' is the determined ambition' says David Merrick.





£2 Million Investment in Stock Gives Customers Confidence That Davant Will Deliver

Davant have purchased the freehold to a 60,000 square foot distribution centre at their base in Ledbury, Herefordshire, and will be ensuring that this facility is used to exceed customers' expectations of required service levels.

Formerly a regional distribution centre for W.H.Smith, the building is ideally suited to house the £2 million worth of stock that Davant believe is necessary to support the

anticipated growth in 2007-08. The warehouse currently works on a two shift basis; ensuring that distribution continues from 8.00am in the morning until 3.00am the following morning. However, this is likely to need to increase to 24/7 working over the course of the next two years.

Together with a delivery schedule that sees Davant delivering to most cities/towns twice a week, Davant's investment in stock

is intended to enable customers to reduce their own stockholding, if they should so wish, in the confident knowledge that the next delivery is only a day or so away. Eventually, the ultimate aim is to be able to offer customers next-day delivery at no extra cost. In the meantime, Davant have entered into an agreement with national carriers whereby small orders placed by 12 noon can be delivered next day for a £20.00 carriage charge.

"...any company that doesn't have an online presence in 5 years may not have a future..."

Our Online approach to market is simple, it is often said that the best business ideas are always simple.

- We will take orders for our supporting customers 24 hours a day.
- We will advertise local business online 24 hours a day
- We will sell our products and customers products 24 hours a day

We sell our customers services 24 hours a day all at the one place, www.onlineplumbingsupplies.com linking it with a local friendly reliable business that lets you know who the product came from and who you are dealing with. It is also a business you could pick up from to save time and money.

When you open an online trade account with us you will even have a unique online buying price which is individually password protected to your account. This is individually discounted to you and you yourself decide the password. We will be offering reward points for prizes and offering creative promotions. We are aspiring to give service to dream about.

I will leave you with this quote:

"Two men looked at the screen of a computer monitor. One saw his reflection the other saw the future."

Angus Innes, Marketing Manager, Davant Products Ltd

www.onlineplumbingsupplies.com



David Merrick, Director, Davant Ltd



Angus Innes, Marketing Manager, Davant Products Ltd



Davant Sign a Joint Venture Agreement with Amazon to Enter Rainwater Market



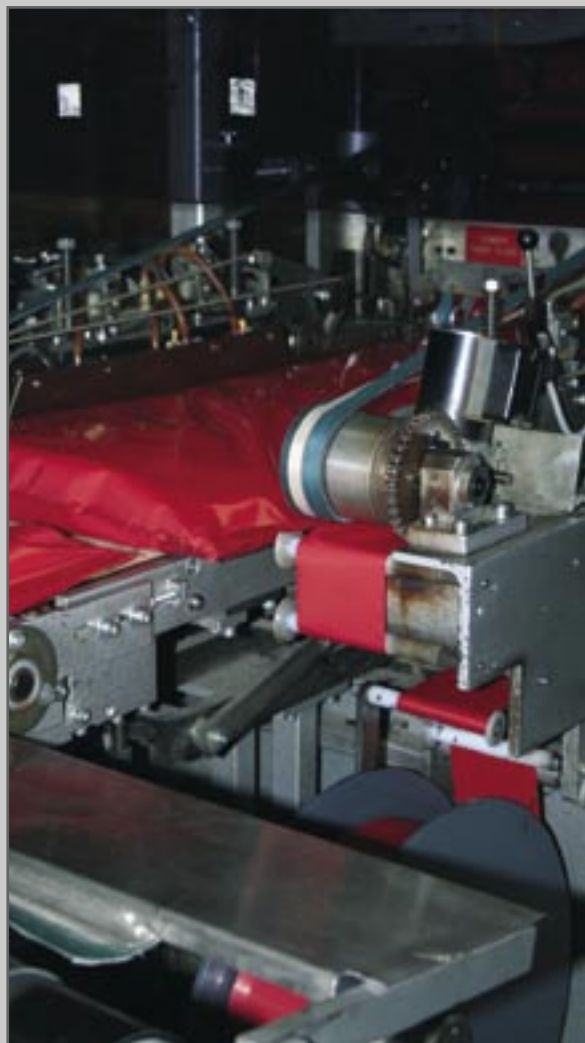
Davant are delighted to announce a joint venture with, and exclusive distribution for, Amazon Rainwater Products. With the latest development in tooling design, a 15 year colourfast guarantee, and compatibility with most major brands in the marketplace; Amazon Plastics has become one of the fastest growing building plastics' manufacturers in the UK today.

Products manufactured by Amazon Plastics include:-

- A Square Line Rainwater system which has become very popular in the New Build marketplace over the past 10 years.
- A Half Round Rainwater system that is used in both modern and older style of properties.
- A Double Ogee Rainwater system for the more elegant and grand style of house.
- Also available from Amazon's manufacturing are a complete range of Underground Drainage Manhole Chambers in 320mm and 450mm diameters that complement the Davant range of Underground Drainage systems.

The recent Joint Venture further provides a wealth of staff experience within the two companies for customers to draw upon when required. Incorporating Amazon Plastics within the Davant Group has strengthened the Total Plastics Brand, making it a more competitive and complete range of products for the merchant industry.

Amazon Sales Director, Mark Mills commented... "This arrangement is good for both Companies. Amazon need the level of distribution that Davant are able to offer; and Davant benefit from another first-class product range and the flexibility that an increased manufacturing base brings. Davant can now truly claim to be a one stop shop for all building plastics and insulation requirements".



Production

Meet Thomas the Tank Jacket Machine

Davant are the market leading Company in terms of manufacture and marketing of hot water cylinder and cold water tank jackets under the proprietary brand of 'MANGERS'. There is also a considerable supply of product by Davant into the Ceiling and Partitioning marketplace; where the main method of thermally and acoustically insulating

commercial ceilings is by way of mineral wool encapsulated in polyethylene.

To allow Davant to meet demand for these differing market places; the company invested several years ago in a bespoke, state-of-the-art encapsulation machine for high-speed production.

Affectionately nick-named 'Thomas', this completely unique piece of capital equipment has allowed Davant the capacity to meet the large increase in the marketplace in recent years.



Service is the Key

Logistics is a crucial part of the Davant operation, and the Company currently generates, fulfills and distributes some 200 orders in any 24 hours. There is a brand new delivery schedule, detailed below, that is intended to provide a considerably improved service, with the majority of customers having the availability of two deliveries a week.

There has been a 25% increase in staffing levels to service the new delivery schedule. There has also been other, substantial financial investment for 2007, with the purchase of fully-liveried fleet vehicles to give increased vehicle reliability. The vehicles are fitted with EURO 4 Engines, which comply with the latest developments in environmental legislation, and are designed to substantially reduce diesel engine emissions.

A constant item on the agenda at Davant is one of training. 2007 has seen the

appointment of a new driver trainer, Steve Slade, and through this training scheme Davant aim to achieve a higher standard of driver ability and improved driver knowledge.

Where possible drivers are repeatedly allocated the same routes. This not only benefits the driver by increasing knowledge of delivery destinations, but also creates a better customer service and customer rapport. The aim of the logistics operation at Davant is to give a totally customer- focused operation.

Davant Transport manager, Simon Bayliss commented:-



Davant transport manager, Simon Bayliss demonstrates one of the new Davant trailer & drags which can hold 50% more than a standard 40ft container.

“Quality of product and pricing structures are crucial, but my Key Performance Indicators are all about customer delivery and service. You can have the best products, available at extremely competitive prices; but unless you can deliver at a time to suit your customer you are not going to win”

Delivery Data

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
North East: Leeds, Hull, Bradford, Thirsk, Darlington, Hartlepool, Sunderland, Newcastle, York. Order by Thursday 1200hrs		South West: Redruth, Plymouth, Exeter, Bodmin, Truro, Falmouth, Penzance, Barnstaple, Taunton, Welington, Bridgewater, Weston-super-mare, Bristol, Bath, Tiverton Order by Monday 1200hrs		North West: Manchester, Liverpool, Wigan, Preston, Blackpool, Morecombe, Northwich, Burnley, Southport, Bury, Blackburn, Bolton, Lancaster, Chorley, Kendal. Order by Wednesday 1200hrs	
Midlands: Coventry, Walsall, Birmingham, Warwick, Redditch, Kidderminster, Wolverhampton, Worcester, Hinckley, Bromsgrove, Tamworth Order by Thursday 1200hrs	North London: High Wycombe, St Albans, Luton, Bedford, Sandy, Tottenham, Enfield, Ruislip, Southall, Northolt, Wembley, Edgware, Watford, Acton, Leyton, Ilford, Barking, Dagenham, Basildon, Ipswich, Colchester, Witham, Maldon, Southend-on-Sea. Order by Friday 1200hrs		South London: Ashford, Maidstone, Chatham, Canterbury, Margate, Herne Bay, Croydon, Dartford, Belvedere, Walton-on-Thames, Crowthorne, Twickenham, Carlshalton, Morden, Mitchum, Penge, Staines, Camberley, Aldershot, Guildford. Order by Tuesday 1200hrs		
North West: Manchester, Liverpool, Wigan, Preston, Blackpool, Morecombe, Northwich, Burnley, Southport, Bury, Blackburn, Bolton, Lancaster, Chorley, Kendal. Order by Thursday 1200hrs		East Anglia: Ipswich, Bury St Edmonds, Cambridge, Norwich, Kings Lynn, Boston, Lincoln. Order by Thursday 1200hrs		North London: High Wycombe, St Albans, Luton, Bedford, Sandy, Tottenham, Enfield, Ruislip, Southall, Northolt, Wembley, Edgware, Watford, Acton, Leyton, Ilford, Barking, Dagenham, Basildon, Ipswich, Colchester, Witham, Maldon, Southend-on-Sea. Order by Wednesday 1200hrs	
South London: Ashford, Maidstone, Chatham, Canterbury, Margate, Herne Bay, Croydon, Dartford, Belvedere, Walton-on-Thames, Crowthorne, Twickenham, Carlshalton, Morden, Mitchum, Penge, Staines, Camberley, Aldershot, Guildford. Order by Thursday 1200hrs		North East: Leeds, Hull, Bradford, Thirsk, Darlington, Hartlepool, Sunderland, Newcastle, York. Order by Monday 1200hrs		South Wales: Ross-on-Wye, Monmouth, Newport, Cardiff, Swansea, Tenby, Haverfordwest, Merthyr Tydfil, Llandovery, Brecon, Ebbw Vale, Abergavenny, Hereford. Order by Wednesday 1200hrs	
	East Midlands: Sheffield, Doncaster, Staveley, Chesterfield, Rotherham, Leicester, Derby, Tamworth, Burton -on-Trent, Alperon, Lichfield, Atherstone. Order by Friday 1200hrs	Midlands: Smethick, Cradley Heath, West Bromwich, Stourbridge, Lye, Willenhall, Cannock, Wallsall, Coleshill, Redditch, Kings Heath, Worcester, Kidderminster, Shirley. Order by Monday 1200hrs	South Coast: Southampton, Portsmouth, Bournemouth, Poole, Salisbury, Wimbourne, Devizes, Bath, Wareham, Winchester, Newbury, Cirencester, Gloucester, Cheltenham, Ringwood. Order by Tuesday 1200hrs	East Midlands: Sheffield, Doncaster, Staveley, Chesterfield, Rotherham, Leicester, Derby, Tamworth, Burton -on-Trent, Alperon, Lichfield, Atherstone. Order by Wednesday 1200hrs	

The Back Room Boys and Girls

A crucial part of Davant's backroom team, not least because of the first-line contact with the customer-base, is the Sales Office. Asked about the Sales Office philosophy, Sales Office Manager, Mrs Sam Rowlands said :-

"Within the Davant sales office we seek to provide the highest level of sales support to the Company at all times, by being both efficient and effective. We like to take ownership of sales problems as they arise and look to meet, indeed exceed, our customers' expectations".

The Sales Office personnel include Janet & Sandie who tend to deal with Building Plastics. Dan and Jenn progress and administer the insulation side.

Customers are initially greeted when they telephone by Tessa, and Sam completes the team as Sales Office Manager.

The sales team was asked what they like about being in sales, and the consensus

was the enjoyment provided by building good customer relations. The aim is always to fulfill a customers wish and to be appreciated for it.

"We are always open to ideas on how we can improve and make life easier for our customers".

Recent gossip within the Sales Office:- Sam Rowlands will be on maternity leave as of 8th June 2007, returning 2nd January 2008. Janet Chester will be in charge whilst Sam is away.

Janet herself is very happy as she has recently completed building her own house. Although Sam will be sorely missed, Janet is looking forward to the

6 month challenge that lies ahead of her.

Jenn Wright has recently sold her house and hopes to be moving in closer proximity to the Company.

www.plumb-fit.co.uk



David Merrick, Director, Davant Ltd



Kathy Lewis, Commercial Director

Directors' Comments

Thank you so much for taking the time to read this Newsletter and we hope that you have found it useful and informative. There was literally so much news to tell you that this seemed to be the only appropriate way of doing so.....!!!!

We thought that it would be fun to do this in the form of a newspaper, and given Davant's commitment to the Independent Merchant, only one name for the paper was possible.....!!!!

Now we would ask for something from you.

Questionnaires can be a complete pain, but we need to know if we are doing what you, our customers, want; and if there are things that we are not doing that you would like us to do...??

We have looked to keep the questions over the page to a minimum, and will be entering the names of all that reply, (good or bad comments..!!), into a prize draw.

The choice of prizes between:

- a mobile phone
- an ipod
- a case of wine
- 2 cases of beer
- 2-ball tee time at Gleneagles, Scotland (accommodation not included)

Thank you in anticipation, and good luck in the draw...!!

Finally, we would wish you all success during the remainder of 2007. We will certainly be doing all that is in our power to ensure that you consider Davant a valuable supplier, and strategic partner, in our mutual striving for independent success.

David Merrick MD
Kathy Lewis, Commercial Director

Davant Products Ltd. (Customer Care Questionnaire)

The first few questions are about your business, the rest should help us improve our service to you. Most boxes require one tick but where necessary, follow the instructions. Thank you for your help.

Q1. Business name and address

Q3. Post code

Q4. Telephone number

Q5. Fax number

Q6. Email-Website

Q9. Given the right conditions, do you expect to expand sales during the next 3 years?

- Expand a lot Moderate expansion
 Stay the same Decline a little

Q10. How important is the BSI Kite mark or CEN Product Standard to your business?

- Critical
 Important
 Useful
 Could sell as much without it

Q2. Approximate total turnover

(for multiples please give figure for the branch only)

- Below £100k pa £100 - 24k pa
 £100 - 24k pa Over £1m pa
 £250 - £100k pa Over £5m pa
 £500 - £1m pa

Q7. In which of the following areas would you say that our competitors have an advantage over Davant?

- Bigger range of products
 Staff more personable
 More local supplier
 Lower prices
 Higher % of complete first time deliveries
 Better technical help
 Faster service
 Staff easier to get hold of

Q8. Other

Please state _____

Q11. Do we have a product or range you simply would not buy and why? _____

Q12. How do you rate our performance? (tick one box only on every line)

- Q12a. Product Range** Excellent Good Satisfactory Poor
Q12b. Technical support Excellent Good Satisfactory Poor
Q12c. Product quality Excellent Good Satisfactory Poor
Q12d. Promotional support Excellent Good Satisfactory Poor
Q12e. Telephone manner Excellent Good Satisfactory Poor
Q12f. Lead times Excellent Good Satisfactory Poor
Q12g. Complete first time delivery Excellent Good Satisfactory Poor
Q12h. Value for money Excellent Good Satisfactory Poor

Q13. Shortly, our online service will be available. How likely are you to use it?

- Definitely
 Likely
 Unlikely
 Not at all

Q14. Other comments:

Thank you very much for completing this questionnaire. We will try hard to learn from your answers.

Please reply by post or fax to: The Managing Director, Davant Products Ltd.
 Unit 9-11 Lower Road Trading Estate, Ledbury, Herefordshire HR8 2DJ or fax to 01531 636638

Name

Signature

Date