AddisonMckee

Forming success through innovation

Media Information

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CUSTOMER INTRODUCTION DAYS RE-INTRODUCE MANUFACTURING IN THE UK FOR ADDISONMCKEE

Global leader in the design, manufacture and supply of the world's finest tube bending and endforming technologies, AddisonMckee of Bamber Bridge, Lancs., has celebrated the re-opening of its manufacturing facility in the UK with a series of highly-successful 'Customer Introduction Days' on 28th, 29th and 30th June. The decision to resume UK manufacturing was governed in part by the tube market's emergence from the world recession but, most significantly, in response to demand from many of the company's European customers.

The three-day event enabled both existing and potential customers to be brought right up to speed with all the recent positive changes at AddisonMckee with the opportunity to take in a sneak 'Pre-Launch Demonstration' of its new, all electric and totally modular 'eB80ESRB Tube Bending Machine', along with two DB130ESRB machines, and get up close and personal with the outstanding technology that makes these all electric benders the required solution for today's truck and general automotive exhaust industry. Many other new bending machines at various stages of production were also available for inspection. In addition there were also a number of presentations of the company's incredibly diverse portfolio of products, including the 'Eagle' range of machines for the production of mufflers.

As well as finding out what drives the new generation of AddisonMckee machines, attendees were also able to discover what drives the company, by hearing, first hand, the reasoning, and the attendant customer benefits, behind the integration of the newly re-opened UK operation with its existing base in the States. Attendees were also allowed privileged access to the company's new R&D strategy, designed to deliver a programme of continuous operational improvements for customers in terms of innovative design engineering, new product development, increased efficiency, reduced energy consumption and overall cost reduction.

Comments CEO Alastair Tedford: 'Relaunching our manufacturing facility here in the UK has been a major undertaking for us. But the overwhelming response to the three 'Introduction Days' from both existing and potential customers represents a real affirmation that we are doing the right thing. In particular, the company's 'open book' policy in regard to both its corporate philosophy and R&D strategy generated massive interest. While the machines themselves, as always, proved the star attraction with the pre-launch demonstration of a wholly new all-electric and totally modular machine ultimately stealing the show'.

FORMING BETTER STRATEGIES FOR ALL ITS CUSTOMERS

The fortunes of AddisonMckee itself have certainly taken a turn for the better in recent months as the market climbs out of recession.

New ownership has galvanized the company by introducing a number of measures to ensure a smoother ride for all its customers, in, amongst others, the automotive, aviation, truck and shipbuilding industries.

SUPERIOR TUBE, MORE FLEXIBLE CHAIN

With two manufacturing facilities in the US and UK, AddisonMcKee can now offer something its erstwhile competitors can't: an eminently flexible supply chain to market.

The company now has no less than 55 engineers committed to research and development with service personnel on hand in every continent.

While the new owners themselves come with the benefit of a wealth of business experience, not least in the key emerging markets of the Far East.

A COMMITMENT TO CHANGE. AND CONTINUITY

However, while many things have changed, many things have also remained the same.

AddisonMcKee's commitment to its core values of quality, durability, timeliness, price, integrity and flexibility has never wavered. Nor has its passion for providing its customers with unique solutions for highly complex tubeforming problems whether it be in muffler assembly and sub-assembly machinery, catalytic converter making solutions, hydraulic presses, inspection systems, cell automation solutions, production cell integration or lubricants.

CORE VALUES, CORE PEOPLE

Many of the core people at the company's Bamber Bridge facility have been with AddisonMcKee, not just throughout the recent twists and turns of the recession but for many, many years.

As CEO Alastair Tedford remarks: "The company has emerged stronger than ever with an extremely healthy order book. As a management team, we believe this is due both to the restoration of our manufacturing facility here in the UK but also to building on the company's core values to offer customers a better service than ever before. What this means in practical terms is continuing to pursue a programme of innovation in new product development but coupled with a major initiative to drive down costs for our customers".

For more information or to arrange a time to visit, please call +44 01772 334511 or drop me an e-mail on paspinall@addisonmckee.com