

# On track

with Yewdale Bridge

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## Plan for 2012

| Come in number 2011 - your time is up!!

With 2011 now part of the past and 2012 no longer future, Yewdale Bridge are already pushing ahead with their plans of striving for excellence this year. Another year has passed and another healthy year-end balance sheet, Management, Sales, Marketing, Operations, and Production are all excited with what lies ahead for Yewdale Bridge.

The news of blind manufacturers and suppliers falling prey to the recession is sadly too common today; however there is always some that come through. With the case of Yewdale Bridge they have emerged from 2011 even stronger than before. Here they claim that this is due to the constant research and development of new and existing products, having established firm brand awareness within the market and offering excellent customer relationships through the strategic efforts and support of the sales and marketing areas. There are many

other reasons why a company succeeds during hard times and these are all part of the mysteries of success. One thing that Yewdale Bridge has never wanted to venture into was the world of 'me-too' products where price becomes the only solution.

**Enter Yewdale Bridge - 'Leading the Way' through excellence and striving forward with purpose.**

**SO 2012 at Yewdale Bridge begins** with an enthusing interactive all-staff meeting at the Head Office and Production Plant based in Wickford, Essex. This is where the Board of Directors set out and inform those within the organisation of their goals and aims set out for the year. This also allows all staff in the UK based organisation to interact with thoughts, ideas and questions, giving everyone the opportunity to see and speak to those within the varying management levels.

Design  
Wholesale  
Fabricate  
Training  
Consultancy

Leading the way



# Stand & Deliver



## | Yewdale Bridge beat the Logistical *nightmare* with a solution from – Nightfreight!

With the demand for products next day ever increasing, Yewdale Bridge have acted ahead of time and had talks with various carriers to assist in collecting parcels twice a day, with the last pick-up late into the evening.

Nightfreight have confirmed to work alongside Yewdale Bridge

with a 7.5 tonne lorry arriving at 16:30 each day to look after the deliveries due the next day. A further arrangement has now been agreed to send a dedicated articulated lorry to pick-up the remainder of the parcels and take them straight to the Nightfreight Central Depot where the parcels are sorted for

distribution nationwide each day.

This new arrangement has been a successful venture and many clients have been satisfied with the knowledge that a late order can be confidently picked, packed and despatched so as this can be delivered to them when they require it.

# Harrier Readymade Curtains

Hospitals and other healthcare organisations constantly put pressure on their suppliers in the Trade with the need of curtains – NOW! This is where Yewdale Bridge assists its clients by holding large stocks of the various types of curtains available for next day delivery.

There is nothing more satisfying than being able to do the impossible! Clients like nothing more than being able to order curtains from Yewdale Bridge one day and

being able to install them the next day where they are required, not only meeting the end users needs, but leaving a lasting impression of exceptional customer service.



The launch of a new Harrier fabric selector detailing the specification and samples of the colours within the range is now available in the new A4 selector card style, providing clients and specifiers with the information they require. Request your free selector today at [samples@yewdalebridge.com](mailto:samples@yewdalebridge.com)

# New Fabric – Roach

## Blackout

with a difference!

Many clients, architects and end users love the look and feel of a screen fabric, and that is the exact result Yewdale Bridge has achieved with their Defiant Roe Fabric. With its exceptional performance characteristics, the flame retardant 3% openness PVC/polyester fabric is the ultimate in reducing solar glare, whilst the comfort of natural light and visibility is still maintained. However when the request for a fabric that looks and feels like this and yet blacks out the light – well what is the solution?

**At Yewdale Bridge the solution is very clear – listen and respond to your client's needs!**

After developing the Defiant Roe Screen fabric at the weavers, and

seeing the success this brought, it was made clear that there was a need for a blackout version as well. A PVC formula for the blackout composite was created. This was then applied to the back of the yarn to create a screen blackout fabric with 100% light exclusion.

**Now – what a perfect solution**

After extensively testing this new fabric so as to ensure that it will withstand the most demanding of applications, Yewdale Bridge has confidently launched this as Defiant Roach and it is available in 3 colours for wholesale or on made to measure products. Why not request your free Roach fabric selector today? For more information please email [samples@yewdalebridge.com](mailto:samples@yewdalebridge.com)

Quality  
...our label



If there was ever anything that Yewdale Bridge was obsessed with – it would be **QUALITY!**

With many new systems put into place in the second half of 2011, the results are now coming to the fore. In fact Yewdale Bridge are so impressed with what it can offer, they are even providing Quality Assured Labels signed by factory operatives with every made-to-measure product so as to give a personal touch direct from the supplier.

A photograph of a bathroom cubicle with orange curtains. A large green circular graphic is overlaid on the right side of the image, containing the Harrier logo and promotional text.

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cubicle and  
shower  
curtains!

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# Market News

## | The business tap!

With the manufacturing output across the UK on the increase and 600 projects being taken off hold by the Conservative government, Yewdale Bridge is confident that 2012 holds huge potential in store and just needs a good tap to

extract the business.

With the setting up of Dealers in and across Europe throughout this year, **Yewdale Bridge is positive that this is paramount in the progression of the brands across the world.**

## Employee of the Month

**Yewdale Bridge believes that motivation is one of the keys to success.** With new ideas and systems being implemented, it is easy to become complacent or just go with the flow, however at Yewdale Bridge this is not the intent. Reward schemes and target initiatives are already in place and these are just some of the ways that staff are kept motivated to excel in their day to day tasks.

The start of 2012 saw the launch of an Employee of the Month scheme which encourages all staff to ensure that they do all they can to meet targets and criteria set. With this new scheme in place it is a great way to keep to the companies vision - **to be a market leader through innovation, service and quality.**

# VL30 update

## | Since the launch of the VL30 in the middle of 2011, clients, architects and end users have all commented on the exceptional quality that the product offers.

With the promotion of this new system in the second half of 2011 and into 2012 Yewdale Bridge are pleased with the success that this has brought. One key client commented that *"having seen the product I would*

*try to sell no other, the VL30 as far as I am concerned has all the features that the VL20 lacked"* With confidence in the system now gained, this system holds huge potential in the field of vertical louvre blinds.

**New ideas?** With new products and systems always being looked into, Yewdale Bridge is always willing to listen to the needs of clients and users of internal shading. If you have ideas, questions or solutions why not forward these to the R & D Department at [marketing@yewdalebridge.com](mailto:marketing@yewdalebridge.com) and they will always be happy to hear from you and are willing to discuss ideas with you.

# Contact us

Yewdale Bridge now has a more constructive communication channel. With the launch of new email addresses this makes the lines of communication easier and simpler. As well as emailing the Account managers in the Sales

Team, there are now email addresses to suit your exact needs; [enquiries@yewdalebridge.com](mailto:enquiries@yewdalebridge.com) - for all your general enquiries  
[estimating@yewdalebridge.com](mailto:estimating@yewdalebridge.com) - for all quotes and price requests

## Staff news

The start of February saw another addition to the Sales Department with Jerry Shimwell joining the enthusiastic team of Regional Account Managers to assist in the ever increasing customer base to ensure a dedicated focus and support to each client.

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