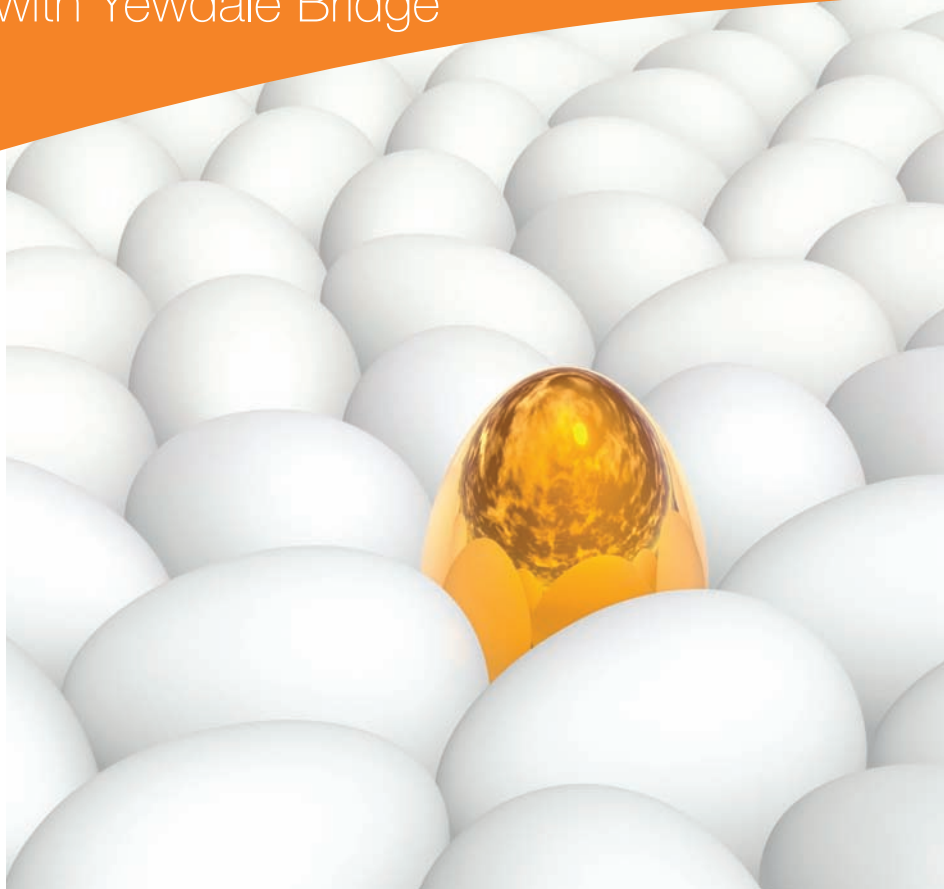


On track

with Yewdale Bridge

Issue 3
June 2011



Plan, Action & Succeed

Yewdale Bridge have started 2011 on a high note due to strategic planning and economic monitoring during 2010 so as to keep ahead and turn ideas into actions with a view to succeeding.

Our October newsletter stated that, here at Yewdale Bridge it is thanks to the hard work of the product development team who have been working extensively on new product lines and systems whilst keeping a watchful eye on the state of the economy as well as other products that are being brought to market. Not only has this brought added areas to Yewdale Bridge's existing portfolio but much rather paved the way for

2011 by not only setting higher standards but filling existing empty sections in the market - **not exploited till now!**

With July and August approaching fast, Yewdale Bridge is fully confident that what they have behind the 'curtains' waiting to be revealed during the coming months, is only a start of what is to come about and is critical for the growth and development of the company.

Design
Wholesale
Fabricate
Training
Consultancy

Leading the way

DEFIANT
BLINDS

Vitesse
CURTAIN TRACKS

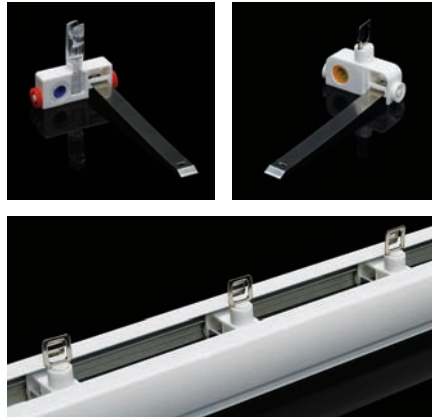
movatrack
TRACK SYSTEMS

movatrack
OVERHEAD INTRAVENOUS TRACK SYSTEM

Kestrel
MAGNETIC SUSPENSION SYSTEM

harrier
CUBICLE AND SHOWER CURTAINS

The all new VL30



Yewdale Bridge launches an all new vertical blind system, available in component form and made to measure.

Yes it has arrived! After months of trialling and taking all the necessary measures to ensure that the product is the right one for the job, Yewdale Bridge is pleased to announce that the all new VL30 vertical system is ready for the market. Not only is this a major step forward but it also paves the way for manufacturers of vertical blinds to be able to source high quality components from Yewdale Bridge and promote the track as their own whilst staying on the competitive edge of the market. The new VL30 is not a standard vertical blind system, but rather

boasts a wide bodied headrail and has many options, some of which are metal sprung wheeled trucks, and the replaceable high-grade plastic variety on a solid steel drive shaft giving optimal reliability and a fully robust product all in one. Along with this new product Yewdale Bridge is also positive in its outlook that whilst this system can be purchased in a component or made to measure form, the way is now open for anti-ligature requirements. There is a system which can facilitate all of this and the issue of fitting Kestrel components onto non-compliant systems.

Not only can the components for this vertical blind system be purchased by the client for them to fabricate the product themselves now, but much rather the Kestrel anti-ligature components can be obtained as well so as the complete anti-ligature vertical blind system is made available to certified manufacturers in this field, making the market an easier place to do business and assisting on the usual issue of the need for the product 'immediately'!!

How green is your blind?

You may laugh at the question – but have you ever considered it? Offering a blind, cubicle track or even a curtain is one thing but offering a carbon friendly one is another thing and probably something that most may not know about. Here at Yewdale Bridge we have launched an initiative on becoming the most

environmentally friendly internal shading and privacy solution provider. With zero emissions, every process and system at the Essex based fabricating plant is undergoing a 'Green Watch' and where possible stringent measures are being taken to ensure that any wastage is kept to the absolute minimum. A change in



Yewdale Bridge – Your reliable arm

Looking for support - we can offer our arm?

Yewdale Bridge is pleased to announce the launch of its collapsible telescopic curtain rail for those areas where space is a big issue. The Movatrack 300 Telescopic Arm is now available from Yewdale Bridge alongside its other Movatrack counterparts on the cubicle track system. This unique product is yet another mile stone in the history of Yewdale Bridge where it was noted that the market had the need for such a product and a solution was provided once again. The MVT 300 comes in three size options with three choices of colour curtains to suit, creating tracks from 700mm to 2100mm wide. From the smallest to the biggest, each track can provide patient privacy in approximately 10 seconds with the



unique folding and telescopic mechanism; you can be ensured that there is a track for almost every environment.

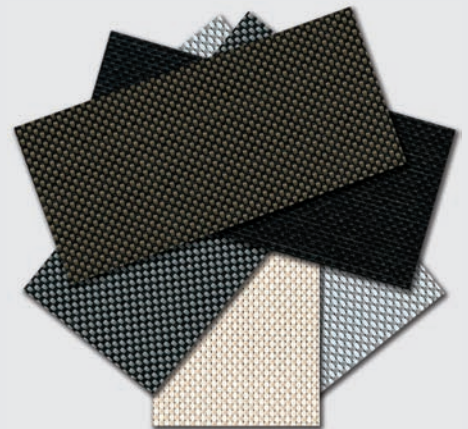
the company's packaging has been a major step forward where before large heavy-duty cardboard tubes became difficult to transport and dispose of. With the reduced usage of large cardboard tubes and instead the careful parceling with bubble wrap and other lighter packaging material, this has made it easier for the clients to either recycle or re-use the packaging time and time again. With this new system in place Yewdale Bridge has experienced a decrease in cardboard wastage by 20% where now old bubble wrap can be used as general packaging time and time again. The use of energy efficient bulbs throughout the offices and fabricating plant is another great

way that Yewdale Bridge has reduced its power consumption with any unnecessary lighting being switched off when not needed. With staff using public transport or even walking/cycling to work as an alternative way to travel - these are just some of the ways that Yewdale Bridge is keeping the end product a carbon friendly one.



Swatch watch

The thought of a change is right but the actual action is one step better. - Here at Yewdale Bridge it was time to change, so we did! With the launch of new fabrics coming out during the year, it was thought best to start afresh with a new face as well as new fabrics. With May seeing the launch of a new screen fabric to Yewdale Bridge, the new swatch design card put a whole new perspective to the New Roe Screen fabric (below) and the new improved Dart PVC Blackout fabric range.



As these new swatches filter into the market place Yewdale Bridge is confident that these will give added confidence when it comes to specifying these type of fabrics on projects - providing all the relevant information as well as cuttings of each of the colours available.

Stop press...

...NEW Yewdale
website coming
soon!



In Brief:

Yewdale Bridge's direct marketing to Architects saw an increase of 25% in product specification in all areas of the UK market and an incline of 5% of worldwide specifications. Yewdale Bridge believed that by going the extra mile in customer service in assisting with product knowledge was the way forward to growth in the field of internal shading and privacy solutions. The thought became an action, the action became a success - believing is everything.



manufacturing field from 2010 to 2011
up by 2.7%

Market news has noted that the total manufacturing output has increased by 2.7% year on year in the manufacturing field from 2010 to 2011. This is what everyone has been waiting for and Yewdale Bridge is confident about the future as the recession is left behind.

Market support

Yewdale Bridge has always supported their extensive client base by offering its complete range of marketing literature and information as it sees that in not providing this, the route to market is cut off. By offering the range of brochures, images, specifications, samples, and much much more, Yewdale Bridge is constantly keeping its brands in the market place and making it easier and more cost effective for the client. This then paves the way for the client to distribute the information and walk in and pick up the order from the end user. **Innovation from Yewdale Bridge!!**



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** - for all your general enquiries **estimating@yewdalebridge.com** - for all quotes and price requests

How we work

De-skilling has always been a top priority at Yewdale Bridge with all departments in the fabricating plant being run as a system compared to being controlled by individuals. This was seen as a huge benefit during

a staff shortage due to annual leave and the swift overlapping of departments means that anyone can do anyone's job - again saving time and keeping efficiency to an optimum.

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