

Welcome

Welcome to our first edition of the Nordell Newsletter.

We will be publishing our Newsletter online every Quarter to keep you up to date on recent activities at Nordell plus some interesting insights on our team and customers.

Please subscribe to our newsletter by visiting the subscription link :
www.nordell.co.uk/subscribe



A fresh image keeps us focused

Nordell is proud to have been manufacturing injection moulded plastic parts since 1968.

As a celebration of over 50 years of manufacturing we launched our Logo with the 50 years 1968-2018 subtext.

Dan Grover our Head of Commercial has been reviewing our end to end branding to deliver a fresh image that highlights our key attributes as a British plastics manufacturer. Our New Branding has some subtle changes whilst maintain the bold "N" screw logo in Nordell Blue.

Our standard background colour remains in black whilst incorporating a Union flag backdrop and Made in Britain Logo with the 50 years subtext replaced with "Plastics" to reinforce our core business function.



Proud to be British

Nordell is proud to have been awarded the prestigious 'Made in Britain' Award.

We are proud to announce that we have now been awarded the 'Made in Britain' Award. This is a great accomplishment for us and we are very excited by what this means.

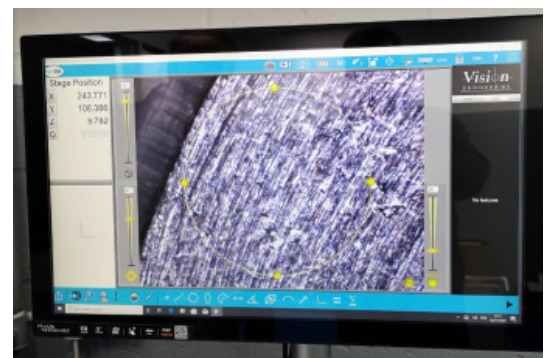


Are we measuring up?

In January we installed our new CMM (Co-Ordinate Measuring) and VMM (Visual Measuring) machines with accuracy to 1 micron.

Our new kit gives us the ability to pro-actively manage product quality and tooling preventative maintenance programmes, whilst maintaining an archive of product performance.

Why not drop Jon Smyth (Compliance & Supplier Quality Manager) an email to find out more jon@nordell.co.uk



Bereavement

It is great sadness that we report the untimely passing of beloved Nordell team member Teresa Blackman after a short period of illness.

Our deepest sympathy and thoughts are with her partner Lee and her family and friends. Teresa spent her final days at St Barnabas Hospice in Worthing and many friends and family have raised over £700 in her memory.

St Barnabas charity provides palliative care with their mission "to provide dignity, comfort and choice for adults who need our specialised, supportive care".

If you would like to make a donation, please visit www.teresa-blackman.muchloved.com.



Supporting International Women's Day 2020

At Nordell, we like to buck the trend where possible. One way we do this is by attracting a significant number of women into the engineering industry.

With 2018 statistics revealing that women make up less than 10% of the engineering workforce, the management at Nordell believes that it is imperative that more young women are inspired to consider skills within the engineering and manufacturing space.

The ratio of women to men at Nordell is more than 25% female workers ranging from Operators to Senior Management.

"In order to close the gender gap of those working in our industry, it requires encouragement from school and college ages," comments Paul Mason, Nordell Managing Director. At Nordell, females from across Europe

working within the business at various levels, including environmental engineers and some staff continuing to study economic degrees. This ensures that those who wish to better their careers are given the opportunity to do so within Nordell.

Paul continues: "We have seen a significant improvement in productivity and aptitude of the staff since the increase to a more gender balanced workforce. We have joined forces with Sigta, which offers apprenticeships in mechanical engineering, welding/fabrication/sheet metal, electrical/electronics, and more, and we are excited about welcoming both male and female candidates

for future apprenticeship opportunities. Nordell's modern approach and forward thinking means the diversity of applicants for all positions within our business is solely based on the skill level.

"What Nordell may be considered to be doing differently is actually nothing different at all - having an open mind in an industry which has been predominantly a male environment just means that we are able to ensure the right person is in the right seat within our business which is supported only by their desire for the position, their understanding of what is required of them, and their capacity to succeed given the right support and environment."

Nordell is delighted to have been part of the CXO300 project from the start and wish the Cox Powertrain team incredible success with the launch.

Nordell have manufactured over 40 plastic injection moulded parts for the project and built and delivered 35 mould tools in 3 months to FastTrack delivery at our Chinese partner, Nordell Xiamen. Our standard capacity is 20 tools per month, so a massive thank you to Sun and his team for rising to the challenge.

Nordell parts for the CXO300 include a wide range of moulded parts from Cam covers to Connectors, Low pressure alloy castings and Seals and gaskets.

Find out more about Nordell services at www.nordell.co.uk



Cox Powertrain prepares to Launch

Cox Powertrain has released renders of its final cowling design ahead of production.

Images of the CXO300's final styling have now been released ahead of its imminent production launch this year. The engine itself has been in development for over a decade and no care has been spared in the preparation of its casing which has been designed to be as strong and light as possible while also looking great with angular lines, stylish vents and accents of colour.

Global Sales Director Joel Reid commented: "While exceptional performance, fuel efficiency and cost of ownership savings are undoubtedly the headline features of the CXO300, we felt it was important its cowling should not only be as rugged, durable and lightweight as possible but should also look great. Current trends are seeing more creative styling for high-end outboards like the CXO300 and many customers want engines that look as good as their boat. That's why, in addition to our standard black and white options, custom colours and stylish decals will be available in the future."

At the same time as offering the increased safety and fuel efficiency benefits of a diesel, as the first heavy-duty non-gasoline outboard the CXO300 also offers reduced maintenance and haul out costs. The CXO300 also provides at least a 25% better range compared to a gasoline outboard and 100% higher peak torque at the crankshaft than the leading gasoline 300hp outboards, which enables craft to move more weight more efficiently and reach peak torque and top power more quickly. Find out more at www.coxmarine.com

Good luck and very best wishes for the launch of this amazing product from all at team Nordell!

Nordell Customer Charter

Getting it right. We will:

- Never compromise quality
- Always uphold the highest standards of Ethical and Environmental integrity
- Work with you to deliver an on-time Service level that exceeds 98%
- Apologise and put it right if we make a mistake
- Use your feedback to improve how we do things

Open and Honest. You can trust us to:

- Deliver on our Promises
- Be helpful, polite, and treat you fairly and with respect
- Work with you to deliver your goals
- Follow processes correctly
- Share all news – Good and Bad
- Give you our honest opinion

Keeping you informed. We will:

- Respond to any requests the first time you contact us
- Tell you what will happen next, by who and when
- Keep you regularly updated of progress
- Check in regularly to ensure we are on track and meeting your expectations as your view truly matters

Invest in our customers. We will:

- Strive to understand your future requirements
- We believe working in partnership is the best approach
- Match our offer and services to your requirements
- Offer a competitive price
- Work with you to remain relevant

Making it Easy. We Will:

- Make your problems ours to resolve
- Continue to Simplify our process and our business with you
- Offer you a wide range of complimentary services
- Give you an idea of cost for a new product in 48 to 72 hours & a full & detailed quote within 3 to 6 days, subject to complexity of build or assembly.
- Provide you with project support & plans for sample and completion.

Unique and Memorable. We will:

- Continue to innovate and differentiate our offer
- Remain at the forefront of technical advances
- Adapt our offer to remain relevant in a quickly changing market
- Invest in new technology and technically advanced raw materials

Catch up with Nordell Head of Technical, Paul Rowe

With 25 years spent in mould toolmaking and injection moulding, Paul joined Nordell in 2014 having previously built up and run a successful competitors business.

Paul's experience, skills and keen eye for improvement and opportunities, are an integral part of Nordell's strategic business development and its improving performance. Paul's plastic part design knowledge combined with mould tool design and manufacture experience add strength and depth to our team of enthusiastic engineers who are committed to seeing your project through to successful "on time" completion.



How long have you worked in the plastics industry?

I have been involved in the trade for 36 years this September!

What sectors have you previously worked in?

I have always been involved in the trade (albeit for the first part of my career) primarily as an Injection Mould Toolmaker with some experience of blow moulding, alloy die cast, thermoforming tooling and general precision engineering.

What do you love about your job?

Overwhelmingly, my interest these days lies in the variety and randomness of the enquiries we see arriving on a daily business – with existing customers, or new prospective clients, you never know what will turn up and I never fail to be surprised by the invention of the UK industry.

Biggest high is when a client, or prospective client, utters the words "we've been told this can't be done". This is where the experience comes in and "there is always a way". The fun is in getting to this point with the customer onboard and understanding the solution – through this process we can add real value.

Running a close second to the above is – in my capacity as Technical Director at Nordell – having an active part in shaping Nordell to be "future ready". It's fantastic to see people progress through the business,

working within an inclusive environment, where the appropriate tools have been provided by the business to see them excel and the wider business flourish as a direct result.

What's your proudest achievement in your career so far?

I think on reflection, my proudest achievement would be taking a start-up business (WSP Ltd) from one employee, namely myself, and an empty factory, and building this into a multi-million-pound business employing 60+ people.

Moreover, there is a degree of pride in knowing that key personnel have played an instrumental part in making the above a success have secured key roles at Nordell to bring their accumulative skills to bear in accelerating the business growth and enhancing the expertise across the wider Nordell business.

What do you think is the biggest change you have seen in the industry over the years?

There have been several key changes that have impacted on the UK toolmaking and moulding sector.

I guess, in order:

1. Positive – 3D design software (CAD), which allowed data to be moved globally.
2. Negative – Portugal as an EU subsidised toolmaking power. This started the demise of the UK toolmaking trade.

3. Positive – Microprocessor controlled moulding machines.

4. Positive and Negative – The rise and the continued rise of China as a toolmaking and moulding power.

5. Negative – The very sad demise of the UK toolmaking skill base (something we are working on right now).

6. Positive – A new reality in UK product design. That is, the current crop of young, innovative and now, influential designers have cast off the stigma associated with the use of plastic, that is, with the decline in the number of designers who were trained in the use of metal who always saw plastic as a poor second best. Plastic is now seeing a renaissance, being recyclable in many cases and being developed in innovative ways to make the best use of Biochemistry advances. Plastics are becoming less environmentally impactful, whilst still offering the design freedom the modern design fraternity crave.

Describe your typical day.

With a day primarily driven by Customer request and interaction, product and business improvement, personnel training and development, every day is different – something I love. The fun is in the challenge, the solution (although fantastic to achieve) means I can move on to a new challenge.

What makes Nordell different?

Interesting question. Pretty much every tool, every piece of equipment, and every piece of supporting infrastructure and premises owned by Nordell could be purchased off the shelf and duplicated next door. This could then be staffed with people of similar ability.

Would this truly duplicate Nordell?

In short 'no'. The difference is the indefinable blend of skills, experience and values held by the current staff at all levels.

This blend is the 'difference' – something we are working hard to reward and strengthen, to accommodate the ongoing growth and to ensure succession management has been fully considered and planned for.

Successfully teaching this 'difference' is the biggest challenge.

Where are you from?

Born in Worthing in 1966! Apparently, a good year.

Tell us three interesting facts about yourself.

1. I'm a keen angler, having fished from the age of three years old but now don't go as often as I would like.
2. I'm a keen road cyclist, but my bike is faster than I am – I'm working on it!
3. I'm a keen DIY'er. Having two boys and an old house, there's always something that's broken or been broken and needs fixing!!