



VOL

12

PLANE THINKING.

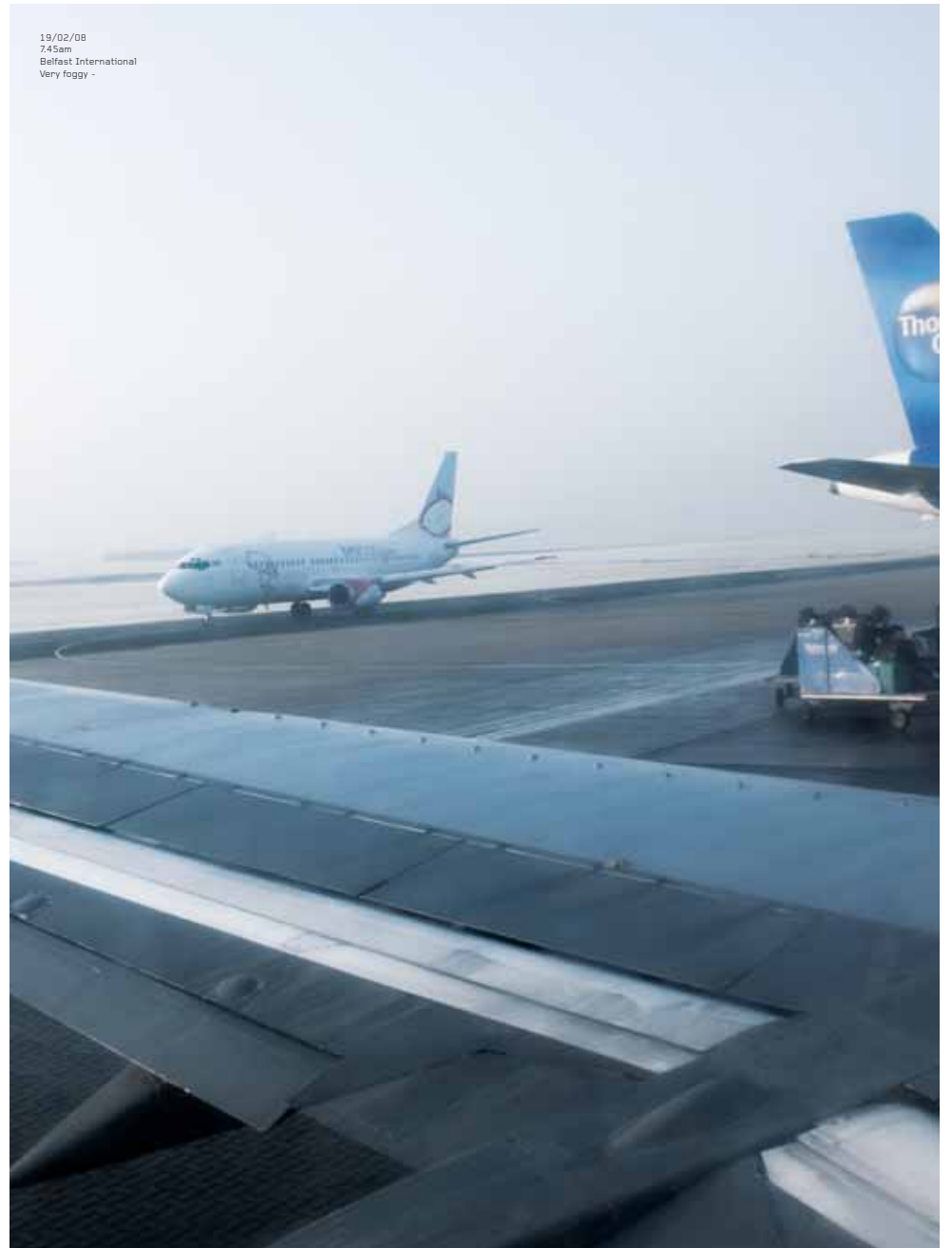
2008 has been a bit of a blur for us at XYMade. Since the last issue, the team and myself have been stacking up the air miles flying back and forth from our design central, Triplicate. So it seemed appropriate that the title page of Volume 2 should therefore represent the half-way point between the Black Country and Belfast, because it's about there, somewhere above North Wales, that we have some of our best ideas.

Over the last few months, we have been thinking, strategising and developing lots of new ideas to take XYMade to new and so far unexplored territory. With the help of our beloved bacon sarnies, some brain training on the Wii and the odd cup of tea, we think we have cracked it. So this issue of the newsletter will help to explain to you exactly what our plan is for the near future and beyond. As usual, if you have any questions or comments, or if you just want to say hello, please do give us a call.

NICK SMITH



19/02/08
7:45am
Belfast International
Very foggy -





As a company we have been growing so fast that we (and consequently you) are experiencing a few problems. The demand on our production has increased dramatically and our systems have been straining to cope. There are instances where we know we aren't performing to our normal high standards. We want to apologise to any customers who have experienced difficulties, but to also promise you that as a result we are investing heavily in new systems and processes across our business to significantly improve our quality and customer care.

HANDS UP.

GRAND PLAN.

After listening to our clients over the last few months, myself, John and the guys thought it might be useful to explain the structure of XYMade via the medium of Vol2, so that you know what we do and what we don't do.

Basically the company looks like this:

CABINETS

- 18mm HD Melamine faced chipboard
- Blum tandem soft close buffers
- Blum soft close door buffers
- Adjustable legs
- PVC edging
- Concealed wall cabinet hangers
- Over 40 different finishes

DOORS (M2M)

Known initially as a cabinet manufacturer, we are now getting very excited about doors too. As the name suggests, all doors are available as made to measure or standard sizes and come as melamine PVC edged, MDF vinyl wrapped, veneered and solid timber (lay-on or in-frame). Each of these doors are available in a wide variety of styles and finishes and will be supported with samples, reference chart and complete price list. They are also available as part of XYMade Complete. More on M2M to follow in Vol3.

COMPLETE KITCHENS

XYMade Complete has been developing along nicely in the background of XY Cabinets. It is a natural progression for us to offer more to retailers, so we have teamed up with an ever expanding list of some of the finest distributors and manufacturers in the industry such as PWS, Marpelt, 3D Solutions, XY M2M, Multiwood Products and Burbidge to bring complete kitchens under the XY brand. We will take on the responsibility of quoting, ordering and fitting the fascias. Meaning less hassle on purchasing and more time for sales. Comprehensive price lists, manufacturer's brochures and samples are now available.

COMPLETE BATHROOMS

We came this far, so we thought, well why stop there? So, in the coming months, we will also be able to offer a range of complete bathrooms. More on this in Vol3.

CABINETS

DOORS (M2M)

XY
MADE

COMPLETE KITCHENS

COMPLETE BATHROOMS



This month we have taken the plunge and introduced two new people to the group. Like the others, they are happy, friendly people who are highly professional and extremely competent, and in the next issue, when we have worked out how they take their tea and if they like brown sauce or red, we will let you know how they are getting on.

JERRY LEE

We snapped up the opportunity to work with our new Sales Agent Jerry, not because we thought he was a rock piano genius from Louisiana, but because we knew he was a b**dy good salesman. He has been working in the kitchen industry for a quarter of a century altogether and his reputation preceded him, so we were sure that he would be a brilliant asset for XYMade.



ZOE ANDERSON

Again, we were very lucky to have found Zoe. She had worked for a kitchen distributor for the last ten years, both within their sales office and as an Area Sales Manager, so she really knows her stuff. Zoe, who's been known to go to the odd festival, believed that she would be working with the legendary but controversial musician Jerry Lee Lewis, but was very relieved to discover we meant Jerry Lee from Andover who enjoys golf and sailing.



MAY
THE FORCE
BE
WITH YOU.

Instrumental in the development of the solid timber doors will be Master Craftsman Phil Howe. Phil has had over 45 year's experience in this industry. He has a unique and highly valuable understanding of how to prepare and work with various types of wood, so he will oversee the production and design of each and every solid timber door from beginning to end.

We have two newbies helping Phil in the solid wood division, Steve and Earl, both experienced joiners and Dean one of our new apprentices.

PHIL.





Blum doesn't behave like your average, run-of-the-mill award winning, major international global brand. They prefer to deal with people who believe in the same things as them, using good design and exceptional quality materials. So after having worked very closely with the Blum team over the last couple of years, we are very proud to have become a pilot customer of theirs. They were very interested when they saw the quality of our products and the XY approach to business, so as one of the first manufacturers to achieve Dynamic Space accreditation, our customers can now in turn, benefit from our experience and knowledge by displaying this in their showrooms.

It also means that we at XY can introduce brand new innovative products into our range as soon as they are launched at Blum UK, like the Servodrive, the 'L' Corner System, Tip On and Aventos. These new products have been all over the press in recent months, but if you've missed them: Servodrive is the electric pull out system for drawers and cupboards which is activated by only a slight pressure on the front panel, the 'L' Corner System is an ingenious space saving drawer suitable for awkward corner areas, Tip On is a mechanical opening support for pieces of furniture designed without handles and Aventos is an innovative way to open wall mounted cabinets.



BLUM CHUMS.

One of the team who has been instrumental in keeping things ticking over nice and smoothly is our new Ops Manager Rory Topping. We would love to claim that we found him ourselves, but in actual fact, he found us, (proof indeed that our new branding is attracting the right sort of attention.) Apparently he thought our website looked very dynamic, so he applied for the job. He has been with us now for 6 months and has been using his 16 years of experience in the operations side of the industry to sharpen up our post-sales and production areas. Rory has started implementing the 5's system, so he is sorting, setting, shining, standardising and sustaining all of our administration and production processes, meaning we are well on our way to achieving British Standard BS6222 and the FIRA Gold accreditation for our products.

He has also introduced a higher level of awareness of both health and safety and environmental issues, such as the introduction of a clever system to help us integrate our offcuts back into the production line. This ensures less wastage and less mess around the factory. Retaining consistently high standards and paying strict attention to our delivery schedules are key elements of Rory's rather precise, military strategy, so with his help we can only improve.



ON TOP
OF IT.





TOM SHAUN TERRY MARIE, CREDIT CONTROL & ACCOUNTS JEMIE DAVE, CUSTOMER SERVICES CHRIS



JOHN, DIRECTOR CHRIS KEITH STEVE NICK, DIRECTOR TERRY ANDY, TEAM LEADER



SIMON, PRODUCTION ADMIN ZOE, AREA SALES MANAGER PHIL, PRODUCTION MANAGER HANDMADE DAVE, TEAM LEADER PAUL FRANK IAN, NATIONAL SALES MANAGER



TOM PAUL RORY, OPERATIONS MANAGER PETE JERRY, SALES AGENT PAUL NATHAN



MARK, TEAM LEADER DAN CARL ALAN STEVE DON STEVE



RAY JOHAN ALASTAIR DAVID, CUSTOMER SERVICES EARL MARK, PRODUCTION MANAGER THERESE, CUSTOMER SERVICES



PETER MICHAEL DEAN JORDAN

OUR FRIENDS AT BOWOOD LOGISTICS



STEVE, DIRECTOR LEE, DRIVER ANTONY, DRIVER TOM, DRIVER

We have done an Alan Sugar and have decided to take on our own apprentices. Sourced from the local Connexions programme, these four bright young things are learning from the other guys in all areas of the factory under the guidance and support of the Team Leaders, Mark Yarnell, Dave Ferguson and Andy Williams and Ops Manager Rory. So far they have been enthusiastic and helpful and we will be working with them to develop long term visions of where they want to be this time next year, and the training they need to get there. Each month they have an evaluation to make sure that they are happy and that we are pleased with their skills development. So far everything has been brilliant, they started off with a four week induction back in October to meet everyone, they were then deployed to the areas of the business where they had the most interest and we will continue to help them to learn and progress their careers over the next few months and hopefully years!

ALL OF US.

SALES : 01902 607999
ACCOUNTS : 01902 638152



INTERNETTASTIC.

As you may have noticed, we have updated our website. It now looks great because it has lots of images of the whole team and a bit of copy about how sharp a company we are. You can also download pdfs of Vol1 and Vol2 in case you have, (accidentally of course,) thrown your first edition away.



FOOTIE CHAT

Just in case you are wondering, we haven't started using child labour in the factory, we are now the official sponsor of the under 14s Tipton Town Football team. We have given them a load of XY kit to wear so no doubt they will do us proud over the next few months.



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