

**MAY
2018**

Pump House

Monthly Newsletter



PEOPLE IN BUSINESS

Janice, from Marketing Communications, also spent a day with a selected contractor! Find out more about her day.



PRODUCT SELECTION

New Product - Flexi Mini Foot is a lightweight support that may be used with horizontal or vertical strut to support low level cable tray and other services.



CHARITY EVENT 2018

Ahoy! Pump House staff will be pulling off the pirate look on the 25th of May; supporting Headway charity and raising funds which will help people with brain injuries.

Support us -> <https://www.justgiving.com/fundraising/pirate-treasure-hunt>

People in Business: J&M Refrigeration

The marketing department were asked to get in touch with a local contractor and spend a day in the life of an engineer. My day out was arranged on 14th February, my initial phone call to my chosen engineer being Paul Dixey at J&M Refrigeration started with - oh goodness, I've just realised that I'm asking you for a date on Valentine's Day, so, how are you fixed? Who wouldn't be pleased with that?



I arrived at Leamington Spa station, I expected a van, but these guys were somewhat different and arrived in a BMW with branded shirts, jackets, hard hats and even high visibility jackets! These engineers knew the importance of brand awareness and had an attention to detail which from a marketing point of view is somewhat refreshing to see.

The first site visit was an appointment at 9am at a fruit and veg unit to look at the current cold rooms and review its appearance, efficiency and installation. A technical manager from Wolseley HQ arrived as the review by Paul and Gaetan underwent. Paul and I spoke about ways in which the Klo-Shure clamps had been used and highlighted the practice of installation. I mentioned that we would be bringing a new product to the market from Klo-Shure – called the BRONCO Sleeve – which would eliminate having to cut the copper pipes and would be idea to support the pipework, saving time on an installation of this nature. So, if you love the Klo-Shure product you'll be sure to love our new product appearing on wholesaler shelves soon.

The second visit was at large site in Bedford – this was at its initial stages of construction, so Paul & Gaetan at J&M were given the opportunity to specify products for this site. Talking to J&M made me very aware that contractors have a loyalty to a specific wholesaler, have an idea of the products needed for the job beforehand but take things like, cost, time, ease of install and aesthetics into consideration before completing the specifications. Having spotted a condensing unit on a flat roof and the appearance of the site was surrounded by wooden huts I suggested the Pump House wooden condenser guard to protect it. This flat packed guard offers protection to AC units and would blend into the surrounding environment perfectly.

These gentlemen then treated me to well-deserved late lunch and a drive back to Birmingham train station. I owe a big thank you to Gaetan & Paul from J&M Refrigeration, your product knowledge, brand awareness, time and expertise was warmly received.



I really enjoyed your company and the experience of seeing what its all about from an engineer perspective is valuable. Buzzing from the day, I'm pleased to inform you that we have new products coming, a new catalogue being created, rebranded items, new gifts, promotions and events all waiting

to be launched very soon, so watch this space.

If you would like to find out more, be added to our mailing list or would like a copy of our new catalogue coming out soon please send your details to marketing@pumph.co.uk

- Janice (Marketing Communications)

Contact details for J&M Refrigeration

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- External stability tabs with grooved slot feature for optional self-tapping screw

Flexi MINI Foot



Lightweight support that may be used with horizontal or vertical strut to support low level cable tray and other services

Features

- Accepts 41mm x 41mm strut vertically into core
- Accepts 41mm x 41mm strut horizontally via fixing screw (supplied)
- Foam anti-vibration pad pre-fitted to the base
- Made from UV-stable pvc, strut not supplied



Part Code	Description	Length	Width	Height	Safe Working Load*	Weight
F-MF-160	Flexi Mini Foot - 160mm	160mm	160mm	60mm	50kg	230g

Call us on +44(0)115 900 5858 to order yours!

