



# HARDTALK



## Welcome

Welcome to the latest edition of Hardtalk, the Trojan Group's quarterly newsletter. This newsletter comes in the final stages of the company's move into our new premises at Fryers Road, Bloxwich Walsall. The move marks the latest phase in our transition to the Trojan Group and brings our hardware divisions under one roof for the first time in our history. We planned the move meticulously

to ensure there was minimal disruption to our customers. You can find out how we managed this and take a look at our new premises in our feature on page two.

I should also like to take this opportunity to say thank you for your continued support in the past year. We achieved phenomenal sales growth last year, even in the depths of recession. You can read more about our results and what we think are the reasons behind them below.

Elsewhere you'll find our regular feature My Job Title. This time, we meet Sacha Tyrell and find out what a typical weekday for her involves - and a typical weekend!

Until next time

**Tony Chadwick, Group Managing Director**

## A big thank you!

The Trojan Group would like to thank you for your continued support in the last year. As a result of your confidence in our products, our turnover has increased by over 70% on the same period last year. In any economic climate this would be quite an achievement; in this one, it's remarkable: thank you.

It's great to see that your opinion of our products is the same as ours. Each one has intelligent design innovations that make a difference to fabricators, installers and consumers. Last year, we introduced seven new products and each one has been a success in the market, which must be due to the demonstrable quality and feature benefits they offer you.

- The gold, chrome and white powdercoat finish letter plates achieved BS EN 1670:2007 class 5.
- The Midi Hinge is a slimmer version of the Patriot high security hinge, making it ideal for slimmer frames because it doesn't encroach plaster lines.
- The Unicorn letterplate is a simple, elegant letter plate manufactured from stainless steel for ultimate corrosion resistance.
- The Sparta door handle, patio-door handle and tilt and turn handle each have stylish soft ergonomic grips.

These products are more than worthy additions to our product range. Alongside perennial bestsellers such as the Stallion 2 shootbolt, they continue to prove that well-designed, high quality products always have a place in the market.



In this issue...In this issue...In this issue...In this issue...In this issue...

We welcome you to Fryers Road, Walsall the new home of the Trojan Group.

Who is stocking our products - we take a look.

We catch up from our accountant from 'down under' and discover more about her vital role.



# Trojan Group RELOCATES to larger premises

**The Trojan Group is moving to larger premises to cater for increased sales and its continued penetration into the market. The new Trojan facilities are based at Fryers Road, Bloxwich, Walsall, WS2 7NZ and the final stage of the move will be completed by 31st March, 2010.**

The new facilities will give the company 46,000 square feet of warehousing, manufacturing and office space bringing benefits for both Trojan and its customers.

The move forms part of the company's rebranding as the Trojan Group and Tony Chadwick, the Group MD, says, "The relocation demonstrates our commitment to growth and is the commencement of our plan to consolidate and increase our sales and support into the UK and export markets. In addition to this we have a new range of innovative, price competitive products ready to offer and satisfy the market demands."

The premises are indeed impressive. They treble Trojan's previous warehousing capabilities and will give Trojan room for continued expansion. Trojan will achieve numerous benefits as a result of the move. It will make considerable operating cost savings because functions will no longer need to be duplicated across multiple sites and it will enable consolidation and strengthening in all departments. Trojan also guarantees its customers will

benefit in terms of improved response times and better communication. There will also be improved R&D and testing facilities to support fully tested and certified products to reach the market earlier.

The Trojan Group has planned the move meticulously to ensure that customer service and lead times are unaffected. Terry Moore, Commercial Director concludes, "These are exciting times for the Trojan Group and its customers. It will enable us to continue our customer service to the highest standards and increase the range of innovative, quality products expected from the Trojan Group."



Left to right - Group Commercial Director, Terry Moore; Group Technical Director, Terry Dolman and Group MD, Tony Chadwick.

# The secret's out

It is no secret that the Trojan Group are renowned for manufacturing some of the most innovative hardware products on the market today. During 2009, the company introduced 7 new products and are planning to launch even more products throughout 2010, including some variants of their existing products.

The products include the **Stallion 3 shootbolt** which will offer central hook locking along with corner locking in two 45 degree planes which will prevent jamming in both the horizontal and vertical positions. The stainless steel product will also offer the highest security when in the night vent position along with an impressive 30 year corrosion guarantee. Like its infamous sister brand, Stallion 2, the Stallion 3 will still offer the rapid fitting solution that has made the shootbolt so popular with fabricators throughout the UK.

Also being launched is a **new T-Hinge** which has been designed for tight fitting applications and again offers a rapid fit solution similar to a flag hinge. A comprehensive suite of **stainless steel door handles** are being introduced in a full range of styles and colours to suit all applications.

A new range of **competitively priced egress hinges** in 8, 13, 18 and 24 inches will also be introduced shortly. The top and side hung egress hinges incorporate the patented features of Trojan's best selling Mega Egress Hinge.

The market will also see a **new tilt safe version** of the current **Tilt and Turn handle** along with new stack heights for both the Patriot and Midi hinges introduced to give greater flexibility to the range.

Commenting on the new product plans, Group Managing Director, Tony Chadwick said: "We have plans to launch around 10 new products this year which will ensure that we can offer one of the most comprehensive portfolios of hardware products in the market. We are constantly looking at developing new products to meet the needs of our customers both today and into the future. It really is an exciting time for the Trojan Group and it's no secret that our new products are sure to be a hit with fabricators and installers."

## Trojan's Mega Egress Hinge to be stocked by DGS Group

**The DGS Group is now stocking the Mega Egress hinge from the Trojan Group. The hinge, which comes in one 330mm size and suits all side hung applications up to 900mm sash width, will supplement DGS's own range of hinges to create a comprehensive and high quality product suite.**

The DGS Group is one of the largest and most successful suppliers to the window and door industry, so its decision to stock the Mega Egress is proof of the hinge's quality and performance capabilities. It's also true to say that the Mega Egress has been a quantum leap forward in egress hinge design.

Perhaps the most striking thing about the Mega Egress is that it does not rely on the traditional Anderberg mechanical designs and therefore offers several significant advantages. It has a genuine 90 degree opening with an exceptional load carrying capacity in excess of 40kg. Trojan can also guarantee that there will be no sag or drop when the window is opened, something that's unavoidable on many standard hinges. The hinge offers a 100% seal on the gasket thanks to the superior mechanical design and strength. Again, this is something that many other hinges fail to achieve since they rely on precision tolerances and numerous clearances on pivot points to allow the hinges to work. Advantages for installers include the fact that the Mega Egress can be adjusted when in situ without the need to move or realign the window unit as a whole. Benefits for consumers include an easy clean position and auto reset locking back into the egress operation plus a maximised escape aperture.

In addition, the hinge offers increased security benefits over traditional hinges. Because an end cap is not needed, there is none of inherent weakness against attack. Plus proven design technology means that additional hinge protection is not needed to reinforce against break-in attempts.



Alongside all this innovation, the hinge has also achieved several prestigious accreditations. It's been UKAS laboratory tested to BS EN 1670 and has exceeded grade 5 classification and Marine specification for ultimate corrosion resistance. It's been tested to over 25,000 cycles under 40kg operational load and to the equivalent of BS7950 security test - 3Kn perpendicular load with 1Kn lateral load. Finally, it is BBA-accredited with certificate number S2-41921.

All these factors mean it's perhaps hardly surprising that DGS Group has decided to stock the product.

# My Job Title



In each issue of HardTalk we spotlight a member of the Trojan team to find out a bit more about their job and what they like to do in their spare time. In this issue we focus on the Trojan Group's Accountant, Sacha Tyrell.

Sacha has been with the Trojan Group for two and a half years. When you speak to her, the first thing you'll notice is that she's not a local girl! Sacha is originally from New Zealand and moved to the UK a few years ago with her husband. Having qualified and worked as an accountant in New Zealand, Sacha was keen to work in the same field here. The job at Trojan was ideal for her and she was delighted when she was appointed. Let's find out more about her...

#### **If I had to describe a typical day...**

I couldn't! I'm lucky because I spend half my time working with key customers and half my time working on the business side of things. I work with key customers to ensure that we're providing the best service from an accounting point of view. On the business side, I prepare and analyse statistical information and compile the management accounts. Recently, though, I've also been doing a lot of work to make sure that our move went as smoothly as possible from a financial point of view.

#### **If I had to give one piece of advice to a business...**

I'd say pay attention to detail. Make sure you do the necessary credit checks on every potential new customer because a sale isn't a sale until it is paid for. Do everything correctly from a legal point of view too, from ensuring you have the right information to checking you have the right insurance cover. So many businesses get caught out, especially with non-payers. That's why we've implemented stringent controls at Trojan to minimise the dangers and maximise financial efficiency.

#### **On my days off you'll find me...**

Exploring the area with my family. We spend most weekends choosing another town/city or countryside spot and have a day out to explore it. We know that we may not always be in the west midlands, so we are making the most of every opportunity to experience life. Our philosophy now is to do something today, if we get the chance, because if you leave everything to later, tomorrow may not come and the situation may never present itself again. That's also not a bad philosophy to adopt into your business either!



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