

Newsletter 07/09

A new home for Wallace



Wallace has moved to a new, state-of-the-art headquarters complex in Surrey.

The company has consolidated all of its manufacturing, technical support, sales, shipping and administrative operations at one site in Merstham near Redhill.

Parent company Hartest Precision Instruments (HPI) has closed its two existing sites at New Addington and Kingston and has relocated its 80-strong workforce to the single centralised location, which has been specially re-fitted to meet the particular needs of its four manufacturing businesses.

Wallace is one of the world's leading manufacturers of rubber testing instruments used in grading and classifying all types of natural and processed rubber. Its products are used by commercial and industrial customers all over the world with over

70% of sales destined for overseas markets.

“As a traditional British manufacturing business, based in the South East, we are now something of a rare breed,” said Wallace managing director Nigel Rose. “This move reinforces our commitment to our markets and to industry in this region proving that there is still hope out there despite all the doom and gloom.”

For the first time, all four HPI group companies will manufacture at the same location in the modern facilities of the Redhill site, which also boasts warehousing, manufacturing and substantial office accommodation of just under 24,000 sq ft (2,210 sq m).

The location was carefully chosen for its close proximity to the M25 motorway, its railway link at nearby Merstham station and ease of access to both Gatwick and Heathrow

airports essential for the shipment of the company's goods to the many International customers they serve. Also as more than 80 per cent of the group's business is accounted for by export, the new HQ is ideally placed for welcoming visitors and business partners from overseas.

The group also required a site that was approximately midway between its two existing premises to ease the effects of the relocation for their staff, a familiarisation visit for all employees was held well in advance of the move.

This is the fourth step in the group's development programme following the integration of Wallace and the three other HPI businesses – ASL, Sheen, and Tinsley – in 2005, which was followed by a major rebranding exercise and increased investment in sales and marketing resource.



“We were extremely fortunate to find an existing building that was exactly right for us,” said Mr Rose.

“We are now positioning ourselves for the future by streamlining and improving our operational efficiencies in placing all of our key staff close to one another at Redhill,” said Mr Rose. “This will give us considerable communication and administrative benefits as well as improving the cross-fertilisation of skills, ideas and sales opportunities.”

Gaffney in tune with Wallace



Phil Gaffney (right) of PolyOne receiving his prize from Wallace's Steve Poole.

Phil Gaffney of PolyOne has won an iPod courtesy of rubber hardness testing specialist Wallace Instruments.

Phil, who is quality assurance and IT manager at PolyOne's Widnes plant, completed a Wallace questionnaire about its technical service quality and was then selected from the responses sent in by a wide range of Wallace's customers based all over the UK.

PolyOne is a global supplier of polymer materials and services and has been using Wallace's hardness testers for many years. It takes advantage of the annual calibration service offered by the manufacturer's service team as well as the on-going technical support provided from Wallace's new headquarters in Redhill, Surrey.

"We have a very good relationship with Wallace," said Phil. "They are very reliable and responsive if we have any service issues."

He added that business was "struggling in some areas" due to the recession – particularly automotive, but that PolyOne was still enjoying good levels of demand from several markets including textiles and glove manufacturing while there was continuing good business in the medical sector.

"We were delighted to travel to Widnes to give Phil his prize," said Wallace technical services manager Peter Andrews. "As well as helping to cement our relationship with customers, the competition was a valuable exercise in gathering information about how we are performing."

"We had a pleasing number of positive responses and also gained an insight into a number of areas where we can improve our service and technical support."

Wallace is part of the Hartest Precision Instruments group.

Wallace – at your service!

Customer after sales support is critical to us at Wallace Instruments. If you're based in the UK, you may not know about Wallace's service engineers who are regularly on the road, visiting our customers' premises to service and calibrate their plastics and rubber test equipment.

This dedicated after-care package is all part of the Wallace service contract that's available when you purchase any product from Wallace Instruments. Our engineers will visit you to service and calibrate on-site, saving you time and money in the longer term and ensuring your equipments are of the highest accuracy.

"If certain testing equipment varies even slightly, it can have a noticeable impact on readings," says Wallace sales manager Dave Reynolds. "The service package from Wallace is an ideal solution to help safeguard and prolong the high quality performance of test products. Servicing can be carried out quarterly, bi-annually or annually depending on the product need."

Around the rest of the world, most Wallace distributors and agents carry out service back-up themselves with training and support from technical staff back at our head office.

For more information on the service packages available from Wallace Instruments, call: Jason Perrott on +44 (0) 1737 649300

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