

Luxfer press

focus on **European** business

issue2:june2003

This second edition of *Luxfer Xpress* brings updates on events and activities within our European Division with special emphasis on marketing initiatives including exhibitions, conferences, sponsorship and customer service.

a busy year ahead

The Congres de Pneumologie exhibition in Nice showcased the new 7000 series lightweight oxygen cylinders under the Luxfer Medical brand, providing us with an excellent opportunity to meet with Respiratory Medicine specialists from across Europe.

As co-sponsors of the high-profile 50th Anniversary Mount Everest climb, Luxfer played an important role in supplying lightweight cylinders as part of the team's revolutionary oxygen delivery system.

Other co-sponsorship initiatives included the British Lung Foundation's annual Lung Run in Birmingham where runners and supporters from Luxfer's Nottingham site ran 5k and 10k races in support of Britain's leading charity for respiratory diseases.

Issue No 2 also introduces our Demand Manager Paul Kraus to give customers an insight into the importance of forecasting within our busy customer services department.

Finally, our website www.luxfercylinders.com is regularly updated to include up to the minute news of projects, products and marketing activities within the Luxfer Group so why not pay us a visit?

Véronique McKellican
Marketing Director

diary

27th - 1st October
European Respiratory Congress
Vienna
Stand TBC

15th October
A Breath of Fresh Air
Royal College of Physicians
London, UK
Stand TBC

27th - 30th October
A&A
Düsseldorf
Stand TBC

7th - 8th November
Respiratory Nurses Conference
Ettington Chase, UK
Stand TBC

19th - 22nd November
Medica
Düsseldorf
Stand TBC

Luxfer cylinders reach the top of the world

In April 2003, the Royal Navy and Royal Marines began mounting a 2-month expedition to climb the North East Ridge of Mount Everest.

Luxfer Medical's lightweight oxygen cylinders played a major role in helping the RN & RM Expedition reach the summit of Mount Everest despite overwhelming setbacks including

injuries and abnormally high winds during the 8,800 North Ridge Climb.

The team reached their final destination on May 22nd with the aid of a revolutionary oxygen delivery system which included cannulas in place of traditional face masks and 80 lightweight oxygen cylinders (carbon full wraps).



the 'A' team!



Luxfer's MD Lindsay Stratton accepting the award on behalf of the Luxfer Nottingham team.

Luxfer Gas Cylinders recently received the Oliver Wight Class 'A' award in two categories of the ABCD Checklist for Operational Excellence in People and Teams and Planning and Control.

Peter Hill, Managing Partner of Oliver Wight EAME, presented the Class 'A' plaque to Luxfer's Managing Director, Lindsay Stratton in recognition of the outstanding efforts achieved.

Accepting the award on behalf of Luxfer's workforce, Lindsay Stratton commented:

"The audit is a highly efficient approach to benchmarking Luxfer's performance and capabilities against the industry's best. In today's ever-changing marketplace, the checklist was highly-effective in helping us to focus on achieving world-class performance levels against strong competition."

Congrès de Pneumologie sees the launch of **Luxfer Medical**

Luxfer Gas Cylinders exhibited for the first time at the 7th Respiratory Congress for French speaking countries in Nice at the end of January under the newly created brand name "Luxfer Medical".

Luxfer Medical encompasses a wide range of products developed by Luxfer in response to the specific requirements of

customers delivering oxygen and other medical gases to hospitals, emergency services and home care patients.

European Marketing Director Véronique McKellican adds:

"Luxfer Medical's portable oxygen delivery systems were recognised by visiting lung specialists, home care providers and respiratory

nurses as offering significant weight reductions for improved patient mobility and general quality of life".

For more details on the full range of lightweight products available for the medical market please contact:

customerservices@eu.luxfercylinders.com
or visit our website www.luxfercylinders.com



Breathe Easy Conference is a huge success!



Luxfer Medical recently exhibited at the Breathe Easy Club's annual national conference held in Manchester's Raddison Hotel.

With over 120 groups nationwide, the Breathe Easy club is part of the British Lung Foundation's self-help network providing support and information to over 20,000 people living with lung disease throughout the UK.

European Marketing Manager Vicky Butler added:

"Luxfer Medical's portable cylinders have been developed to allow Oxygen Therapy patients enjoy a fuller, more independent lifestyle than ever before.

As first-time exhibitors at a Breathe Easy conference we were inundated with requests for more information on lightweight oxygen cylinders from both members and Respiratory Medicine specialists.

The event provided us with an excellent opportunity to discuss patient ambulatory oxygen needs first-hand."

sales team **test out** breathing apparatus

Luxfer's European sales managers became fire fighters for half a day thanks to the training centre at Staffordshire Fire Brigade.

The managers were put through their paces at a three hour training session where they donned full fire fighters uniform together with Breathing Apparatus kits.

After negotiating their way in pairs through a series of obstacles in varying degrees of darkness, Luxfer's European Sales Team added:

"The training firehouse provided us with the perfect opportunity to experience BA kits first-hand.

Thankfully, Luxfer's lightweight composite cylinders allowed us much greater freedom to



manoeuvre, especially in awkward and confined spaces which is a big advantage when you only have a guide rope and team work to rely on!"

Staffordshire Fire Service offer a whole range of conference and training facilities.

For details visit their website at: www.staffordshire.gov.uk

product **aesthetics**

Product aesthetics are becoming an increasingly important issue for many businesses, across a wide spectrum of environments as diverse as hospitals, pubs & clubs, home oxygen therapy to the fire extinguishers displayed in our high streets.

Luxfer Europe is launching two innovative ways of addressing product aesthetics. The first simply responds to the unsightly appearance of a damaged label whilst the second provides customers with an increased branding opportunity.



Clear Coat Labelling

this offers an effective way of improving the life of a label. The ultra thin, highly resistant label is placed under a specially formulated polyester clear coating which provides excellent protection.

Cosmetic Slewing

this offers infinite branding opportunities and when paired with a thicker protective membrane provides a resilient and aesthetically pleasing product.

An increased branding opportunity!

For further details please contact: customerservices@eu.luxfercylinders.com

Paul Kraus is in demand!

FORECASTING! Most Sales Managers break out into a cold sweat when this word is used. And although it's a necessary evil to most modern businesses, one thing is certain - a forecast is always wrong, to a more or lesser extent!

A number of years ago Luxfer chose to embrace this challenge by employing what is known as a "Demand Manager".

The main objective of this individual is to co-ordinate the orders and forecasts, and subsequently supply a Sales Plan to the business.

Whilst providing significant support to the Sales Managers,

Sales Director and the Marketing Department with analysis work, this person ultimately looks to offer the shortest and most competitive leadtime to Luxfer's customers.

Closer contact with customers has undoubtedly helped in our understanding of the market place and therefore forecasting has become more accurate.

Compare, for example, the business of 5 or 6 years ago with its long lead times and poor delivery performance to now, with very good and improving service records.

The European Demand Manager is there to pull it all together. By doing this, Operations can plan more

effectively, safe in the knowledge that there is an individual balancing the orders against the forecast and maximising efficiency.

Currently, the man in this seat is me, Paul Kraus. I have been with Luxfer for 4 1/2 years and during this period I also got married and became a father (as if the job wasn't stressful enough!)

I originally hail from Redcar, a small seaside town on the NE coast of England. I gained an Honours Degree in Mechanical Engineering at Manchester University and whilst there I was awarded an Industrial Sponsorship with ICI. After graduating I spent quite a



varied 6 years at British Aerospace Defence before I started at Luxfer. So why is an Engineer working in Sales? A good question to which I have no answer.

Finally, I used to be a big motorbike fan until my daughter arrived. Then the bike had to go. It broke my heart.

So, my new addiction is golf and, incidentally, I'm always available for a game!

Leading universities join the European Research, Development & Technology (RDT) programme

At the end of last year, Luxfer launched its European RDT programme through a joint conference with its University based research partners and key personnel from the Luxfer Organisation.

The strategic objective of the RDT programme is:

"To develop an integrated approach to research, development and technology throughout Luxfer Gas Cylinders, providing the synergy required to exploit the entire technological potential of the business"

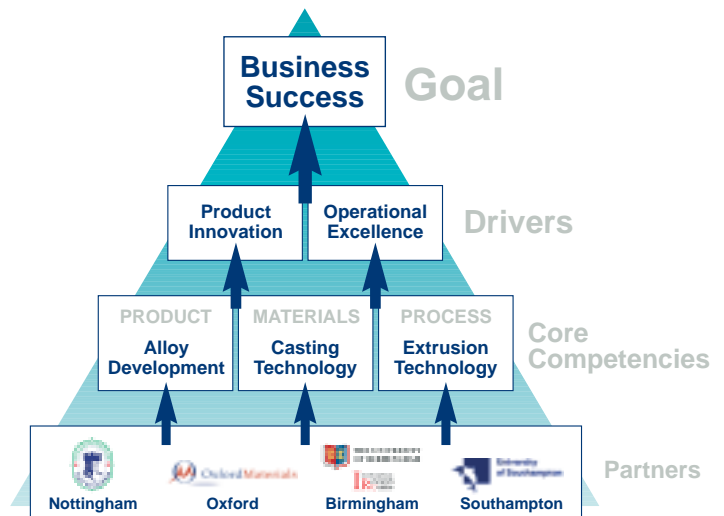
The RDT programme, headed by Mike Clinch (Process Development Manager), is expected to provide crucial skills

to enable Luxfer to develop its 'core competencies' in order that the business can achieve manufacturing excellence and product innovation.

Communication and interaction between all parties will be key to

the success of the programme, along with flexibility to adapt to the evolving needs of the global business.

Luxfer's academic partners include the Universities of Birmingham, Nottingham, Oxford, and Southampton.



Luxfer's 2003 SCBA user manual now online!

Luxfer Gas Cylinder's recently updated SCBA User Manual is now available both online and in CD-ROM format to SCBA users and technicians in both English and German versions.

The fully-interactive PDF file contains detailed instructions designed to guide users through every stage of



composite cylinder use, including safe operation, valving, periodic testing, repairs and filling.

The User Manual also includes details of qualification testing for the new European Pressure Equipment Directive 97/23/EC (PED) together with information on cylinder marking and labelling incorporating the recently introduced CE mark.

The new Manual can either be downloaded from Luxfer's website at www.luxfercylinders.com or a copy of the CD-ROM can be requested by email via customerservices@eu.luxfercylinders.com

Luxfer manufactures its first ISO cylinder

Luxfer Europe has announced the manufacture of the company's first "global cylinder" to conform to a new international standard. This allows Luxfer customers the opportunity for shipping of gases in cylinders from country to country.

Previously, the movement of filled cylinders around the world was complicated by nations enforcing differing technical requirements for cylinders crossing their borders. Now after more than a decade of research and development, in which Luxfer and other industry players have been

involved, the International Standards Organisation (ISO) has issued ISO7866 for seamless aluminium gas cylinders.



Dr Roy Irani, Global Technical Authority, Cylinders, BOC Group

The first company to take advantage of this new standard is the BOC Group.



Luxfer Customer Services
Luxfer Gas Cylinders, Colwick
Nottingham NG4 2BH, England

Telephone:

+44 (0)115 980 3800

Fax:

+44 (0)115 980 3899

Email:

customerservices@eu.luxfercylinders.com

plants around the world: focus on **Hydrospin**

Since its beginning in 1980, Hydrospin has been the industry's leading manufacturer for aluminum liners. From its location in Huntington Beach, California (USA), Hydrospin supplies not only thin walled seamless aluminum liners, but steel pressure vessels as well.

Hydrospin's aluminum liner products are used in Medical Cylinders, SCBA, Inflation Systems, Paintball, Aerospace Pressure Vessels and Compressed Natural Gas Fuel Tanks (CNG).

With the world's largest high pressure composite cylinder companies purchasing from Hydrospin, our lightweight liners are containing more gases



throughout the world than any other company in the composite cylinder industry. Our steel products include DOT stainless steel sampling cylinders, ASME accumulator shells, Military Aviator Breathing Oxygen cylinders, as well as several other applications.

Hydrospin has strived to stay at the forefront of new technology and equipment and we continue to update our manufacturing capabilities.

The ability to supply nearly every international manufacturing standard sets Hydrospin apart as the industry leader in the design and manufacture of seamless steel cylinders and aluminium liners.

In 2002, we produced over 450,000 total units from our plant in Southern California.

To find out more about our capabilities and product lines you can visit our website at www.hydrospin.com or contact Zac Monroe, Hydrospin's Business Development Manager, on 001 714 898 8041 (extension 245) or email monroe@hydrospin.com

Alternatively, you can contact your Regional Sales Manager for further information.

fire survey shows black hole in official statistics

A recent survey conducted by the Fire Extinguishing Trades Association (FETA) of which Luxfer is a member and the Independent Fire Engineering and Distributors Association (IFEDA) estimates that fire extinguishers save the UK economy more than £500 m annually.

Fire losses are currently estimated at £7bn a year but these official statistics only take into account those fires reported to the fire service. The role of the fire extinguisher is inaccurately represented. This survey sought

to highlight this anomaly and to identify the types of situation in which extinguishers continue to provide a vital means of first aid fire-fighting.

The survey is part of a wider European survey by Eurofeu, the European committee on the Manufacture of Fire Protection Equipment and Fire Fighting vehicles in which similar research has been undertaken in Austria, Belgium, Germany, France and the Netherlands.

For further information or a copy of the report please contact:



Terry Martiny,
FETA,
Neville House, 55 Eden Street,
Kingston Upon Thames,
Surrey KT1 1BW.

Tel: 020 8549 8839
Fax: 020 8547 1564

Website: www.feta.org.uk

Luxfer in eastern europe



May 2003 was an important month for Rev & Partners, Luxfer Gas Cylinders official agents, representing our cylinder products in the Eastern European Regions.

Rev exhibited at INDUSTRIA 2003 in Budapest. The INDUSTRIA fair is one of the most important trade exhibitions for Eastern European Regions with more than 600 exhibitors. This year 20% of the exhibitors came from countries other than Eastern Europe, eg. Germany (44 exhibitors) or the UK (9 exhibitors). Rev strategically placed an interesting - if quite surprising - concept bike on their

stand. Considerable interest was created for the award winning bicycle powered by compressed air. This concept was presented earlier this year at the International Exhibition of Inventions in Geneva. The prototype is powered by a 9L Luxfer composite cylinder offering an autonomy of 5kms.

