

B Hepworth & Co Ltd

# Business and Newsletter

Issue 18

March 2015

## Quote of the Month

*Start where you are. Use what you have. Do what you can.*

- Arthur Ashe

## Marine

B. Hepworth will be at Dubai International Boat Show, held at Dubai international Marine Club, 3<sup>rd</sup> – 7<sup>th</sup> March 2015, supporting Brook Marine Equipment Trading Company LLC. A very warm welcome awaits you at **Stand No. E-41**.



Boy Thijssen, Marine Account Manager recently visited Brazil to keep up relationships with the many yards and ship-owners active in the area whilst also enquiring about any opportunities there may be for the company relating to current and upcoming projects. Mr Thijssen made a similar and successful trip last year that led to many enquiries and orders.

In the weeks leading up to the trip however, news reports became less and less positive for the Brazilian offshore market. Petrobras, Brazil's biggest energy corporation responsible for the offshore oil production, was involved in one of the largest corruption scandals the country has seen. Coinciding with the fall of oil prices worldwide, this has led to a serious drop in investments in the South American Oilfields and for some yards and operators a sudden stop to their finance. The effect has been felt by all, but some have proven more resilient than others, who have either found investment abroad thereby separating themselves from Petrobras, or have looked for other opportunities.

B Hepworth has been busy extending its cooperation with Nautique Solutions which has been appreciated by a number of owners and yards already; hopefully this will help to keep us competitive in the future. Brazilians still remain positive that they can maintain their position as one of the main offshore markets in the world and B Hepworth will, of course, be there to serve them.

## Rail

The Rail division is pleased to announce receipt of an order for the retro fit of the Irish Rail fleet of trains that were originally built by Rotem. The order is for 126 sets that are all to be delivered within 2015. In addition to this the team have also secured the overhaul order for East Ham fleet.

The USA and Canada road trip is now well into the planning stage and the dates have been confirmed as 13<sup>th</sup> to 24<sup>th</sup> April. The trip will include visits to both existing and potential new customers and they will also tie up with John Morach from our USA division WWT to work on a sales strategy for the USA market.

**If you would like to include anything in next month's issue please contact the Marketing Department.**

- Quote of the Month
- Dubai International Boat Show
- Brazil Trip
- Rail Road Trip
- Irish Rail
- CSR Training
- Fabrication News
- Innovation Room

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Ian Lockett, Rail Aftersales Manager, will be visiting CSR in March, located in China, to supply training to their Engineers on how to carry out overhauls. There have been over 400 wiper systems supplied for the CSR 350 km/h fleet since 2009.

### *Fabrication*



The Fabrication division has achieved successful results for the beginning of 2015. Having secured further contracts within both the Rail and Marine fabrication markets it has accomplished growth in both of these sectors.

The tapping and applicator cells put into place for specific Rail customer projects in 2014 has played an instrumental part in the division's success. The tighter quality processes and ensuing commercial benefits for our customers have led to further Rail contracts being awarded.

The Fabrication division recently carried out a special one-off project for the Marine sector. The bespoke stainless steel mast (pictured on the left) highlights the outstanding polishing capabilities offered by B Hepworth.

### *Innovation Room*

Demonstrating B Hepworth's commitment to innovation and product design the New Product Engineering Team really stepped up to the challenge laid down by Managing Director, Mark Wise, to create an innovative and collaborative workspace. The team has created an environment to stimulate discussion, harness bright new ideas and tackle the challenges faced in the current and future marketplace.

The Innovation Room concept was explored during a team visit to Creative and Brand Studios, a leading marketing, branding and web agency where the foundations for setting up an innovative and free thinking space were laid.

The room has product examples, tear-down components, and 3D printed prototypes, along with walls that you are encouraged to write on & ideas sketch.

The team currently has a number of open projects ranging from ideas still 'on the wall', through to prototypes in the advanced stages of endurance testing.



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