

Sapa Pole Products

Newsletter

November 2010

Sapa Pole Products officially opened warehouse in the UK

As part of the business development strategy for the UK market, Sapa Pole Products opened a new warehouse in Redditch, Worcestershire. The official opening took place on Friday 17th of September. Apart from the warehouse, we now boast a fabrication capability, an exhibition area and a seminar room, which will serve as the base for our UK market approach.

The facility will enable us to deal more direct with our customers and will improve the service level to the market. Being the first European aluminium light-pole Manufacturer with a direct presence in the UK, will put us in an excellent position to further grow our business.



The new facility houses Sapa Profiles and Sapa Pole Products. Sharing the location will stimulate a close cooperation between the two divisions and will encourage them to take advantage of each other's experience and knowledge in the market as well as with the material aluminium. The fabrication capabilities within the Redditch location will enable Sapa Pole Products to produce customized products to meet customer demand, on a project by project basis, within short lead times.

For the official opening Sapa invited distributors, contractors, communities and lantern manufacturers. Also the local press was present. The day started off with a presentation about the Sapa Group by Leopold Moormann, Managing Director and Simon Bates, Sales Manager UK. Sapa felt honored that Anita Clayton, the Deputy Major of Redditch, was willing to perform the official opening by cutting through the ribbon. In a short speech, prior to the official moment, she congratulated Sapa with the opening of their new location.



Afterwards the guests were guided through the whole facility to give them an impression of both Pole Products and Profiles. When the guests returned from their elaborated tour, there was time for a chat and some relationship networking while enjoying an English buffet.

Thanks must go to all UK Sales Team for the well organized and executed event, together with the excellent support from Sapa Profiles UK representatives. The day turned out to be a great success.

Membership Hemsas



The Highway Electrical Manufacturers
and Suppliers Association

We are proud to announce that Sapa Pole Products received the official confirmation from HEMSA of their membership. Sapa Pole Products has now been admitted into HEMSA as a Member.

HEMSA, the Highway Electrical Manufacturers and Suppliers Association, provides a professional organization for manufacturers and distributors and gives confidence to local authorities that its members can provide quality products and services at a competitive price. Sapa Pole Products has been admitted as a member because we can comply with the strict requirements established by HEMSA. The cornerstone is excellence and quality.

In order to ensure that the high principles established by HEMSA are upheld, members will not only have had to be established in the Highway Electrical Industry, but must also demonstrate a commitment to quality and technical competence.



Coming exhibitions

Sapa Pole Products will be present at the following exhibitions:

Road Expo Edinburgh
3-4 November

UK Roads Hertfordshire
16th of November

UK Roads Leicestershire
18th of November

UK Roads Kent
24th November

Designing Safer Roadsides in Wales
30th of November

HEMSA
Celtic Manor
2nd December

**For lighting columns and Sign Posts,
Sapa Pole Products is represented by:**

CU Phosco (England&Wales)
Tel: -01920-860600

Street Lighting Supplies Ltd (Scotland)
Tel: -01324-665602

IPL Group (Ireland)
Tel: -353 (0) 41 983 2591

**And for Traffic Signal Poles Sapa Pole Products is
represented by:**

Sign Post Solutions (Scotland, England and Wales)
Tel: -01215-064770

IPL Group (Ireland)
Tel: -353 (0) 41 983 2591

Or alternatively contact our National Sales Manager
(U.K.), Simon Bates directly on 07590-735297.

Sapa Pole Products

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