

STRATEGIC MOVE FOR ALBRIGHT FRANCE

Albright France has relocated to a new purpose built facility in a strategic move which positions them closer to their customer base, improving their logistical advantage.

Historically, the Albright product was sold by numerous dealers based in the Paris area. To provide a greater presence and enhance the service

to customers, Albright France was set up at Paris in 1999. Serving a range of markets, including fork lift trucks, aerial platforms, marine equipment, electrical vehicle and D.C. charger manufacturers, Albright France offers customers knowledge on D.C. applications in co-operation with the Albright International Technical De-

partment. The new premises, occupied in 2009, are based at La Rochelle on the West coast and consists of a 200m² office and 400m² warehouse providing the capacity to hold a wide range of Albright stock which also includes spare parts for contactors for the different markets serviced.



New Albright France premises at La Rochelle

NEW SU80, A HIGH RATING CONTACTOR IN A COMPACT SIZE

Continuing our tradition of innovative designs, Albright introduces a refined device to the market with the SU80 contactor. The SU80 has the same footprint as the SW80 however provides the thermal current rating of the SW180, resulting in a high rated contactor in a new compact size.

The SU80 has a single pole, single throw normally open configuration, and is rated at 150

amperes for interrupted and 200 amperes for uninterrupted current loads. Typical applications include, but are not limited to, electric motors, hydraulic power packs, winches, speed controllers, UPS and Power Distribution Systems. However, as always, Albright would recommend consulting the Technical Department to establish the contactors suitability.

A cost effective, alternative to existing devices on the market, the SU80 compares favourably with sealed automotive style solenoid switches which cannot be serviced or inspected for contact wear. For further details download our catalogue sheet from the download section of our web site. Alternatively contact your local agent or Albright Technical (for contact details please refer to [page 4](#)).

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The New SU80 Contactor

SETTING SALE: PAULINE MORGAN OUR NEW SALES OFFICE MANAGER



**Pauline Morgan,
Sales Office Manager (UK)**

Albright has pleasure in introducing our latest recruit, Pauline Morgan, to the role of Sales Office Manager. Pauline brings with her a wealth of sales experience, having over the last 15 years, worked with high profile customers such as MTV, DHL,

Sony BMG, Lexmark and Warners to name a few. Albright is the first position which Pauline has undertaken in a manufacturing environment, which she feels will “bring a new challenge and that, for me is a great motivator”. When asked how she is settling in to her new role Pauline states “It is a great opportunity for me to do something different and after nearly 4 months I am enjoying my role very much”.

When discussing her ambitions for her new role Pauline remarks “My goal is to forge strong customer relationships, implement sales and ensure a strategy is in place to deliver this working closely with other departments such as produc-

tion, and to continue to deliver to you the customer, products that we can be proud of”.

Pauline believes customer service plays a key part in Sales; that it is a high priority for any company stating “I have a great passion for this, as to me, a company’s biggest asset is the customer” and the sales department role is to be there for the customer – “whatever you need, speak to the team. I have absolute confidence that we can help with any of your queries or product requirements.”

As Sales Officer Manager Pauline leads the Sales Office team, her philosophy on leadership is to “strive for a spirit of ambition, achievement

and passion amongst the sales team”. Pauline endeavours to achieve this through what she refers to as “the ‘3 V’s’ - VISION - VALUES - VERVE, explaining “Vision in that the future must be seen and communicated to the team; Values in that the team needs a unifying code of practice which supports and enhances co-operation; Verve in that positive enthusiasm is the best way of making the work exciting and fun”.

Pauline is now looking forward to the opportunity of meeting customers visiting the forthcoming IMHX exhibition in Birmingham, UK.

MAINTAINING THE STANDARD: THE WORK OF THE TECHNICAL DEPARTMENT

Our Technical Department is responsible for setting and overseeing the company standards, assisting in continual improvement projects and developing new solutions and further adaptations to existing designs.

The activities carried out to achieve its responsibilities includes offering customers assistance in choosing the correct product to suit the application, specifying part numbers and verifying technical elements within the contract review process. This service is provided in a timely response to customers, and is an asset to the customer through our genu-

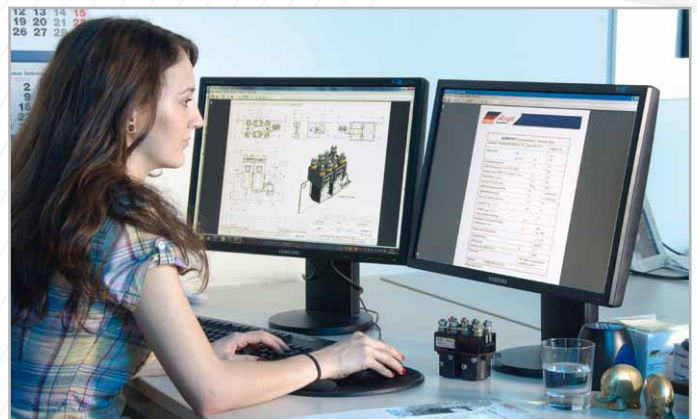
ine and first hand understanding of the product and their application.

In instances where there is an issue with a contractor, our engineers can offer advice and reporting on any customer query. A customer return note (CRN) authorisation should be obtained prior to returning the items, and upon acceptance we then advise authorisation number, address and contact details of where the items should be sent, along with any special requirements. Of course, part of this process is preventive action, as our aim is to continually improve our already high standards.

From a design aspect, we are one of the few companies capable of designing our own product with many years experience in contractor engineering. Our products are created in 3D CAD with rapid prototyping used to streamline and provide

efficient and productive responses.

Our Technical Department plays a crucial role in our business ensuring our products sustain high standards of quality and our customers are offered first rate support.



At work with 3D CAD

PLUGGING A GAP IN THE MARKET, ALBRIGHT RELEASES THE NEW SW400 BUSBAR CONTACTOR

To further meet market requirements and expand our busbar series, Albright has designed a single pole contactor rated at 400 amperes for use in typical uninterrupted applications including telecommunication and power distribution systems.

The SW400 is primarily for use with Direct Current loads however

can also be used with alternating currents. Coil voltage can be in the range of 6 – 240 volts, and optional extras for the SW400 include auxiliary switches, brackets, a variety of coil finishes and magnetic latching capability, allowing the contactor to remain closed while consuming no coil power. Silver plating on the

main contacts is specified as standard, although there is the option to have the main contacts without silver plating.

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The new SW400 fitted with Silver Plated Main Contacts as Standard

PRODUCT MANUFACTURING PORTFOLIO INCREASES FOR ALBRIGHT CHINA

“Albright China now has the ability to manufacture contactors for both the local industrial and telecommunication sectors”

In the 2 years since our manufacturing facility in China went into production Albright China has continued to develop its portfolio of products manufactured. All this has been achieved through the implementation of our established procedures and high standards with CCC status being gained as part of the initialisation process. Albright China now has

the ability to manufacture contactors for both the local industrial and telecommunication sectors with the SW80, SW180, SW190, SW260/500/560 and SW150/225/250/300 being produced from the China facility. In addition the newly designed SW400 is currently being assessed for manufacture by Albright China.

Our commitment to investment and improve-

ments has seen the Brazing Department capabilities enhanced with the arrival of an ultrasonic scanner. This enables staff to inspect all brazed joints and thus ensure that high quality standards are maintained.

Looking forward to 2011, Albright China has set an objective of expanding further its portfolio of products.

ALBRIGHT LITHUANIA CONTINUES TO REALISE COMPANY VISION

Albright Lithuania continues to proceed on target reaching projected production goals for the year. The first brazing equipment has recently been installed and training has now commenced with an objective to have a team of 4 operators fully functional for January 2011.

The facility output has increased to 10,000 units per week. Coupled with this is an expansion

to the range of products manufactured with Albright Lithuania now able to produce the SW80, SW180 and SW200 series of contactors.

The next stage of development planned for 2011 is to continue the growth in production output for the 2nd quarter to 12,000 units a week and to further expand the products manufactured.

As Albright Lithuania fulfils the company's ex-



The New Brazing Equipment at Albright Lithuania

pansion plans, customers can rest assured that they will continue to receive high standards of

service and competitive prices for quality innovative designed contactors from Albright.

FULLY OPERATIONAL: AN EMPLOYEE FOCUS ON KEVIN HOLLAND, OPERATIONS DIRECTOR

Each newsletter edition, we will focus on one of our dedicated and valued team members. For this third edition we introduce Kevin Holland, Operations Director.

Kevin joined Albright as Operations Manager in 1999. His first task in this role was to lead a modernisation of the production facilities and streamline its operations and processes. This involved managing a wide range of activities, from the introduction of the company's first integrated computerised business system in the shape of Enterprise Resource Planning (ERP), through to moving into CNC and more automated processes. A strong supporter of business management

strategies like Lean Management and Six Sigma, Kevin has overseen the introduction of a number of these principles into the way Albright operates today which ensures a greater involvement and undertaking by the whole of the production team. The need to look for continual improvement is the philosophy that is followed within Operations and the belief that this is possible via these processes, goal setting and being target driven. In 2005, Kevin was appointed Operations Director and undertook the setting up of Albright's newest manufacturing outlets in China and Lithuania, for which he is responsible.

Kevin's background be-

gan as an apprentice toolmaker with GEC, where he spent 14 years. In this time he covered production engineering, estimating, jig & tool design, before becoming Production Manager at the age of 27. Kevin subsequently held positions as Works Manager in a HEVAC company, before joining SSI Schaefer GmbH as Manufacturing Manager and then latterly Operations Director for their UK site.

Throughout Kevin's career there have been many challenges and achievements, however it is the development of people and seeing them assume positions of greater responsibility that he cites as his greatest pleasure.



Kevin Holland, Operations Director

ABOUT ALBRIGHT

Albright International is a privately owned company, founded in 1946. Initially, the company manufactured specialist switch gear to customers' designs, beginning the manufacture of the Albright contactor range in 1955 which started the strong tradition of designing and manufacturing its own products. Albright International operates from two sites in the South of England, in modern well-equipped offices and factories. Additionally, Albright has two wholly owned factories in China and Lithuania, manufacturing to our highest quality standards, for supplying the Asian and European markets respectively. Sales offices in France, Germany and Japan complete our international coverage. With a network of worldwide agents and distributors we can evaluate new applications, provide technical support and supply our original design D.C. contactors and spares throughout the world.

REMINDER: SPARE PARTS AVAILABLE FOR YOUR CONTACTORS



Albright Contacts and hardware

In addition to offering complete contactors and emergency disconnect switches, Albright International offers genuine spare parts for a range of our products.

Complete spare contact kits are available for the SW80, SW180 and SW200, with contacts, top cover and coil assemblies offered for a large number of our other ranges. Spares information can be obtained from the download section of our web site or by contacting your local agent.

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