

NUMBERPLATE NEWS



ISSUE 3

SUMMER 2003

Hello and welcome to issue 3, which finds us busier than ever and is the reason why it is over 7 months since you received issue 2. Right now we are very much in growth mode, so this really is the good news edition of Number Plate News - good news for us and for you!

MIKE ROBINSON (Managing Director)

EUROPLATE PEOPLE

Sales are up and so Europlate has been busy recruiting and promoting personnel in key areas.

- Rachel Sweet joined us earlier this year from within the industry and has enjoyed a very successful 6 months. Covering the Greater Midlands area, she is already responsible for opening 60 new accounts. Well done Rachel!
- Another recent addition to the sales team is Marc Derbyshire who has an established track record supplying motor dealers, accessory shops and factors. Based in the North West, Marc is rapidly developing key accounts in the area.
- Providing the necessary back-up for Rachel, Marc and the rest of the sales team is Joanne Harper, our new office based sales co-ordinator.
- Lisa Jennings has been officially promoted to Office Supervisor. Richly deserved after all her hard work over the last 18 months, Lisa will be supported by a new assistant, Katie Gray.



- Dean Ansell has also been promoted. After two very successful years with us, Dean is now Dispatch Supervisor, in charge of all aspects of packing, delivery and dispatch.
- And finally, to help deal with our ever expanding delivery service, which now extends to a 25 mile radius from our headquarters in Birmingham, we have appointed Darren Irving to our dedicated team of delivery drivers.

EXPORT REPORT

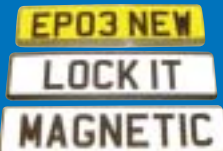
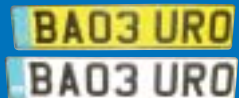
Europlate has been quietly globetrotting its business over the last few months and has been very successful in the emerging markets of Eire, Gambia, India, and Pakistan. We are also working closely with a major supplier of manufacturing systems and have recently sold 6 hydraulic 'kiss cut' presses destined for Southern Africa.

HOT T-SHIRTS

Our army of 'Thermal Warriors' has grown again with 45 new recruits having joined so far this year. If you have installed our thermal print system and not received your free t-shirt, please contact Katie Gray on 0121 359 5566.

WHAT'S NEW?

Take a look at these new goodies, which are now available from Europlate:

- Smart chrome number plate frames
- Lockable number plate holders (very useful in Central London!) 
- Magnetic number plates and holders (ideal for trucks & trailers)
- Reflective aluminium embossed plates with GB Euroflag 

For further details, prices and orders, call 0121 359 5566.

NUMBER PLATE *RAGE*

The registration of number plate suppliers has now topped 32,000, but the continued lack of publicity about the new regulations has exposed official suppliers to open hostility from customers. The requirement to provide documentation and proof of identity has led to incidences of verbal abuse and physical threats in cases where the customer is unable to comply. One high street retailer alleges 13 assaults on staff.

The whole industry supports the VCRAT initiative to regulate the supply of plates. Sadly the scheme is not working as effectively as we all hoped. An emerging underground market in unregistered outlets, estimated at around 18,000, is supplying number plates without sight of documents or proof of ID. These outlets are in turn being supplied components by some unscrupulous suppliers within our industry.

This monster has been spawned by the very legislation that was introduced to eradicate it. Now it's up to the industry, along with the DVLA, Trading Standards and the police to ensure that this intolerable situation does not prevail.

Latest news suggests that following a recent meeting of the British Number plate Manufacturers Association (BNMA), further legislation tackling some of the issues resulting from this unworkable initiative is being considered. Watch this space!

Should you wish to discuss any of the above issues, please feel free to call Mike Robinson on 0121 359 5566.

TOTAL RECALL

To help our smaller operators comply with the audit trail requirements of being a registered number plate supplier, we've produced a programme on disk for recording and recalling number plate information. It can be used with a regular PC and is essentially a spreadsheet system which logs the details of each plate made and assists with invoice matching. A Recall Programme Disk costs just £50 and can be obtained by calling 0121 359 5566.

HONEYCOMB STICKS AROUND

You may recall in our last newsletter we revealed that Honeycomb plates were being outlawed. Then, after we had gone to press, information was received to indicate a temporary relaxing of this ruling. Therefore, we overprinted the article with "**Postponed Until Further Notice**". Sadly, we were apparently misinformed and had to subsequently withdraw Honeycomb material from sale. Then guess what? A subtle move of the goalposts again has resulted in an **easement** being introduced until the end of September to allow any stocks held to filter through to the end user. Even we didn't see that one coming!

TRAFFIC JAMS EXPLAINED

Did you know that this year marks the 100th anniversary of the start of vehicle licensing and registration in Britain? When the Motor Car Act of 1903 was passed, 17,000 vehicles were registered in the country; today there are nearly 30 million.

Here are a few other facts:

- 71% of British adults hold a full driving licence.
- In 2001/02 the DVLA processed 81.7 million vehicle transactions.
- Blue is the most popular colour of car with 6,302,346 currently licensed. Red is next in line with 5,693,327.
- In 1971 the best-selling family car was an Austin Morris 1300 costing £931. In 2001 it was the Ford Focus at £12,710.
- The average lifespan of a UK car is 14 years.

BRAIN TAX • BRAIN TAX • BRAIN TAX

It seems that the last series of the Alphabetical Doubles quiz was far too tough. Nobody got all the answers right! Consequently, the champagne is on ice until there's a new champion for this gentler challenge. We've given you the answer to the first question to start you thinking along the right lines.

1. 26 L of the A (26 Letters of the Alphabet)
2. 7 W of the W
3. 12 S of the Z
4. 88 K on a P
5. 13 S on the AF
6. 32 D F at which WF
7. 18 H on a G C
8. 90 D in a R A
9. 7 S on a F P P
10. 3 B M (S H T R)

11. 24 H in a D
12. 16 O in a P
13. 11 P in a F T
14. 29 D in F in a L Y
15. 64 S on a C B

Call us if you need more clues then fax us your answers on the number below.