

# ignite

issue 1



## a warm welcome



Having spent an extremely busy and enjoyable first two months learning about our business and how we do things, it gives me great pleasure to sponsor our first internal newsletter. We will be communicating regularly both in newsletter format and with our round table meetings, all driving towards making Stovax & Gazco an employer of choice.

Having shared my thoughts at our round table sessions regarding what a great company we work for, I will drive hard to streamline all processes, to improve customer delivery, and to support our development and manufacturing teams whilst keeping everyone informed of plans and progress. We face some significant challenges with foreign currency and commodity prices (see Andrew's numbers section) and so need to ensure we

deliver a differentiated customer experience – this is the only way to stay ahead of our competitors. Embracing our company values and ensuring we keep 'Customer First' as our primary aim will set us up to continue our profitable growth journey.

This communication is all about sharing information so please pass any newsworthy events and subjects to Annabelle Carvell in marketing for inclusion in subsequent newsletter issues.

Finally a big thank you to everyone for making me feel very welcome, I look forward to working with you all.

Alistair

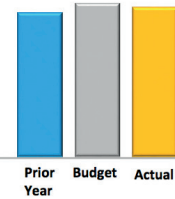


## the figures

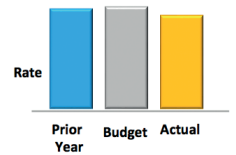


Group sales were up slightly against last year. Growth in Gazco more than offset the slight decline in Stovax. A real positive indicator remains; our order book is at an historically high level for this time of year, which should support sales levels in the short term. Whilst still profitable and healthy our margins are under severe pressure with currency exchange rates and commodity material price increases.

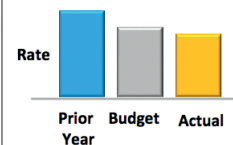
### Year to Date Revenue



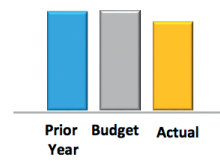
### Year to Date Margin



### Year to Date Profit before Tax



### Working Capital Turns



We have control of our overhead which is running slightly below last year and well below budget. We need to remain focused on cost and indeed to tighten our controls – we will launch several targets over the coming weeks. A big focus is required around having the right stock in place for the season. We will be kicking off several improvement programmes to ensure we have space and efficiencies whilst still fulfilling our customer orders. With the season approaching there is a real opportunity to outstrip last year's sales by delivering our existing back order book and to provide a firm foundation for future growth and investment.

## brand values

Camille Harman is our passionate Social Media & Digital Coordinator, who has been with us for five years. She has just returned from her maternity leave, enthusiastic about re-joining the Marketing team, and has been throwing herself back into everything social media. Most recently, Camille has worked on the '2017 so far' video that is being played at round table meetings, and is working on an exciting winter campaign.



**At the end of September, we'll be having a lunchtime BBQ!**  
**More details to be announced soon!**





## round tables

Many of us will have had our first round table meeting. These have been going on over the past few weeks, and have been an incredibly useful way of improving our communication company-wide. With groups of 10-12 people in each session, they have been instigated to enhance employee engagement, giving us all a chance to share our successes, express our day-to-day challenges so that we can address what we can where possible, and also understand how the company is doing within the industry. They have also given Alistair the opportunity to meet everyone personally.

Working to a three-month rolling schedule, round table meetings will keep our communication channels open.

## dealer days

Another successful summer of dealer days has come and gone, with 524 visitors having attended. The event was buzzing, full of positivity, with great food served at The Puffing Billy as a thank you to our dealers.

Anne-Marie James, Professional XQ Manager, did a fantastic job behind the scenes, coordinating schedules and ensuring all retailers were looked after with their bookings. James Gilbert, Area Sales Manager, said that he saw a 'record attendance this year, 50% up on previous years and our new products were met with plenty of praise.'



## well done and congratulations

A big well done to Angela Trusler, Export Sales Rep for Australia & New Zealand, who has been highly commended by a customer. Helping with a problem with their fire, the customer said that "when Angela got involved she went above and beyond, and went the extra mile. I now have a great fire, and it is employees like Angela who understand and take responsibility to help fix problems as if they were their own."

### LONG SERVICE RECOGNITION

Congratulations to Tony Dye, Audrey Ough, Sarah Hooper & Paul Fealy who have all celebrated, or are soon to reach, 30 years of service, and to Terry Bagwell, Jason Sandford, Julie Ryder and Ian James who have all celebrated, or are about to reach, 20 years of service.



## safety matters

It's that time of year where we're seeing an increase in incoming and outgoing deliveries. It's important that we are all mindful of keeping to the walkways on site, and any blocked walkways or fire exits should be reported to our relevant line managers.



## five mins with...

kelly weller

production operative

### How long have you worked for the company?

I've worked at Gazco for 16 years!

### Describe your average working day and what you do?

Checking and building Made to Measures fires and co-ordinating the print room for internal printing of instruction manuals and price lists.



### What's been your greatest achievement at Gazco?

Being at the company for 16 years and still loving it!

### How would a good day off look?

Playing with my 3 sons, gaming or watching movies. I also enjoy collecting Star Wars memorabilia!

### What is your favourite meal?

Kebab with sweet chilli sauce!

### What song always makes you smile?

Robert Miles - Children, because it's the song that made me start my DJ career.

## dealer profile

### AMPTHILL FIREPLACES



Located in a picturesque Bedfordshire town, Ampthill Fireplaces is a family-run retailer that has been working with Stovax & Gazco for a number of years, and has over 25 years of industry experience. [www.ampthillfireplaces.co.uk](http://www.ampthillfireplaces.co.uk)