

ISSUE
[27]

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OnTrack

your quarterly insight into all things **yewdale**

FEATURED IN THIS ISSUE...

- Embracing innovation in sustainability **Page 2**
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- How digital technology is improving our service **Page 7**

Get in touch

As specialists for public and commercial environments we have a nationwide coverage of dealers. If you aren't fully in touch with what we can offer you then contact us!

01 Looking forward...

Optimism is the word for 2020! With the Brexit debate largely behind us, it's been great to see the confidence bouncing back into the UK market place and see what were once threats now viewed as opportunities. We are aware of the recent challenges surrounding the Coronavirus outbreak and at Yewdale, we are doing all we can to support and protect our staff and customers alike.

2019 was a great year at Yewdale. The list of achievements the team accomplished couldn't all be listed but to mention a few, Eden daylight and blackout fabric range released bringing our fabric stock to over a million metres!, the Sky Shelf for overhead blinds developed, the Round Aluminium Bottom Bar released, and the increased width options for Roe in both 1830mm and 3000mm added. Along with this, our in-house logistics known as the 'Elite Service' has continued to remain an all popular necessity, with a further 2 drivers being added to the team.

In 2020 we intend to continue our upwards trajectory whilst taking deliberate and decisive measures to protect the environment in which we live. To achieve a reduction in waste by 40%, a Waste Reduction Committee has been created and significant investments are being made in state of the art machinery. We believe this will bring not only long-term benefits to the environment, but also efficiencies that can be passed directly to our customers. Along with this, there will be a number of product releases, and our customer service team is being reshaped with the addition of Customer Service Lead - Shaun who has the sole mission to deliver - world class service.

So lastly but not least, a big thanks to our customers. We enjoy working with you all and are not afraid to be put to the test!



Ryan, Managing Director

02 Committed to reducing our waste

With climate change and its effects being top of the agenda, 2020 is the year to consider what we as business and individuals can do to improve our environmental footprint.

One of Yewdale's strategic objectives for this year is to reduce our waste by 40% and we have already set up a Waste Reduction Committee to discuss and implement ideas so we can achieve this ambitious target.

Excessive packaging has always been a concern amongst our customers. This is one of the many areas we will be addressing to ensure that all our packaging is more sustainable and recyclable, yet still able to protect your products in transit.

We will keep you informed with our developments on waste reduction throughout the year.



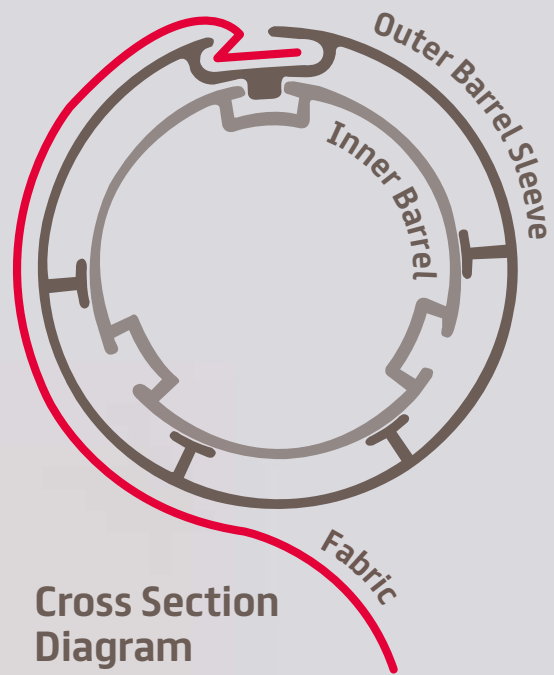
03 The new barrel sleeve is here

We're always looking at new ways to improve our products and one of our clever new concepts is the Barrel Sleeve.

The sleeve works with the YewdaleDefiant® cassette blind collection with tracker side channels. The sleeve sits over the existing barrel stopping the need for extra material being wound around the original barrel and building up in the head box, resulting in an even better install for our customers.

The new barrel sleeve is now in production and we offer a great variety of fabrics such as Roe, Eden blackout, Eden white back blackout, Dart and Roach which are all available for use with our cassette blind collection.

Here's how it works:



Speak to your local Business Development Manager for more information.

04 Updated fabric selectors

You may have noticed, that we have updated the front covers of our range of fabric selectors to incorporate a colour image and some quick glance features. The new look ensures that you can quickly identify the product range you need when you're with a client.

Remember you can also buy customised branded fabric selectors and fabric fans for our YewdaleDefiant eden range. You just need to send in your artwork, logos and contact information and we design and manufacture the fans with your branding. Having a branded fabric fan to hand when you visit clients not only looks professional but gives your client the opportunity to touch and feel the fabric which is much more beneficial than looking at a computer screen.

If you would like purchase your own branded marketing material, get in touch with your Business Development Executive today.





05 Meet Shaun | Your customer experience lead

Visit our meet the team pages online to find out more!

With experience in customer service across the energy, financial and hospitality sectors, Shaun is ideally placed to join the Yewdale team as Customer Experience Lead.

Bringing a wealth of knowledge from his previous role with Pret A Manger, Shaun will be helping with after-sales and resolving any outstanding queries. He'll be analysing how we communicate with our customers, looking for best practices for customer experience across social media, live chats and of course all of the more traditional channels too.

Shaun enjoys learning something new every day, saying "I'm a strong believer in a test and learn environment to figure out what the best practices are and my pet peeve is the saying; but that's the way we've always done it."

On a personal note, Shaun likes to keep as active as possible and enjoys socialising with friends, along with some downtime in films, reading, gigs, a good TV series and of course – the sports.

06 Investing in new factory equipment to meet our customer needs

At Yewdale we like to keep in touch with our customers, not only to find out about current projects but to ensure that we are meeting our customers future needs. We want to ensure we have the capacity in the factory to continue delivering fast turnaround times on our products especially in the busier summer months.

In 2019, the production team saw a rise in demand for fabric welding. Unlike traditional sewing which can be unsightly, fabric welding provides a precise bonding of fabrics to create a neat and smooth seam and is used in the manufacture of larger blinds and for seamed pockets for our bottom bars in our stylish cassette range.

With more and more large-scale commercial projects requiring larger blinds to dress windows and cassette blinds offering a neater and stylish look for corporate environments, we have invested in another welding table to meet our customer demand.

Not only does it provide additional capacity for the production team, it runs a third quicker and the automation reduces room for human error, meaning at busier periods you will still benefit from our fast order turnaround.

The 6m table is ideal for large blind projects over 3m in length and can weld all of our fabrics including our new YewdaleEden range.

We also have on order a further roller cutting table for 2020 to replace an existing smaller table. The new table will enable fabric to be cut quicker and as roller blinds are our most popular product, it will mean the turnaround time on this product will be even faster.



New welding table



Roller cutting table

NEW!

Standard Load Capacity

20kg

approximate break point*

Medium Load Capacity

17kg

approximate break point*

Low Load Capacity

13kg

approximate break point*

07 Lightweight magnets for a safer setting

Contact Yewdale for a site assessment or visit yewdale.co.uk to download the brochure.

Following a partnership programme with the NHS, we have extended the magnet bracket options for our anti-ligature product range YewdaleKestrel®.

The magnets separate under a lighter load and are designed for areas where children, adolescents and people with eating disorders, where their body weight may not be great enough to easily break a standard ligature point of 20kg per magnet.

The YewdaleKestrel® range now incorporates two reduced load magnets; 13kg approximate break point per magnet and a 17kg approximate break point per magnet.

The YewdaleKestrel® magnets can only be used with our anti-ligature product range as detailed in the brochure and the new and improved chamfered disc as supplied by Yewdale. We recommend that all healthcare environments carry out a risk-assessment prior to installation to ensure the magnets meet the specific needs of the environment.



Yewdale offers the only fail-safe range of exclusive anti-ligature products designed to maximise the safety of persons by removing the death potential where secure care is required. As anti-ligature specialists, you can be assured that all our products have been developed with the needs of healthcare providers in mind and based on real life challenges.

*The majority of YewdaleKestrel® systems have multiple brackets. The breakaway point should never exceed double the values above, for example, approximately 40kg on the standard load capacity.

08 Stay social



Stay in touch with all our company and product updates by following us on LinkedIn, Twitter, Facebook or Instagram.

We'd love to hear your news too. Tag us into your posts if you have any relevant news you would like us to share, or you have a project you are particularly proud of where you have used our products.

If you would like to take part in case study showcasing our products, we can help promote your company and project via our communication channels.

Get in touch with marketing@yewdale.co.uk to find out more.

09 Product focus: SafeDoor

This quarter we focus on the innovative SafeDoor which is an anti-ligature product designed for secure mental health settings within prisons and healthcare facilities.

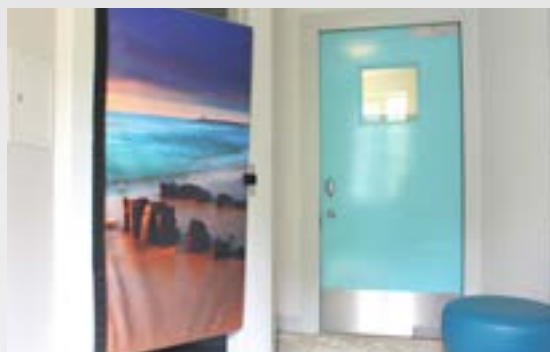
Following close collaboration with professionals across healthcare, the YewdaleKestrel® SafeDoor effectively eliminates all anchor points usually associated with doors and related hardware.

The Safedoor provides privacy and dignity for service users in their rooms, yet it is 100% fail-safe.

Manufactured from a durable faux leather, the door weighs a mere 4kg, is held simply by magnets, and will break away under a maximum loading of 9kg. Although designed with a strong focus on being lightweight, it is waterproof, flame retardant, has tear-resistant properties, and incorporates a Biosafe anti-bacterial coating.



In addition, the Safedoor provides art and colour in a space that could otherwise be institutionally plain, making the service user feel at ease and ultimately improving their overall wellbeing.



For more information on Safedoor, download our YewdaleKestrel® brochure online at Yewdale.co.uk/downloads

10 Harnessing the digital world

Delivering world-class customer service is core to Yewdale's business – we're proud to say it's one of our company values. As Yewdale grows, we recognise that digital technology is at the heart of our customers experience for a better service.

We look at some of the ways you can stay in touch with us digitally.



Whatsapp: Need support on an 'install'? You can contact our sales support team instantly. We can answer questions and queries in real-time and you can also upload photos and videos.

Social media: A quick and easy way for you to keep up to date with our news, and a great platform for you to share your updates and projects with us.

Website: Full of useful resources such as brochures, technical specifications and product videos which you can access 24/7.

Website chatbot

You're still talking to a person but technology allows us to help you instantly. We can even attach documents and links to the chat saving you time searching. On average, we resolve our online chats within 5 minutes.



Shop: Online ordering is available for made to measure as well as wholesale customers. Quick, secure and hassle free, online today or request your login and password at www.shop.yewdale.co.uk

The use of technology doesn't mean that we have lost the personable service that you have come to expect from us - we still provide a one-on-one service and happy to talk on the old-fashioned phone or email.



**Why not try out our online 'shop' today?
Request your login and password at www.shop.yewdale.co.uk**



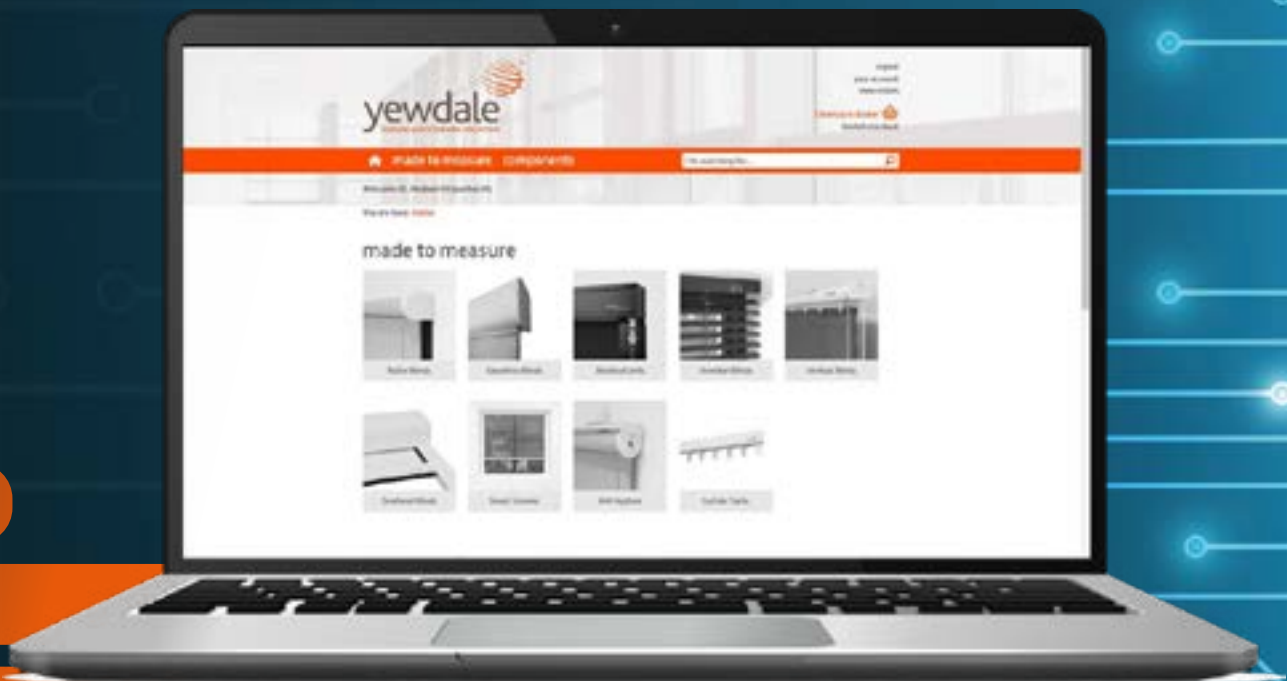
11 Product Focus: YewdaleDefiant® R55

When you need a blind that's strong, easy to operate and discreet, the heavy duty YewdaleDefiant® R55 is the system of choice. The option of a 53mm or 70mm aluminium barrel provides strength against fabric weight over greater lengths.

The 240v AC Yewdale motor smoothly operates the blind at the touch of a button via a switch which may be surface or flush mounted (not supplied as standard). Its quiet and reliable motor is housed within the barrel and supported by sturdy metal brackets. The fabric is locked into the barrel and bottom bar in such a way that, although it cannot be pulled out, it may be slid out sideways for easy repair or replacement.

Ordering online couldn't be simpler

Available for made to measure or
wholesale fabrics and components



Easy to use

Secure website

Email confirmation

Direct to system

Extra online discount

Start shopping online today
at shop.yewdale.co.uk


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SHADING AND SCREENING SOLUTIONS

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