

Besam In Motion

Besam design, manufacture, supply, install and maintain Entrance Solutions

Meet Ulf, our Managing Director

I would first of all like to welcome you to this first issue of the "Besam In Motion" newsletter and I would also like to take this opportunity to thank you for your on-going support and business.

Communication on all fronts is very important and this is one of our ways of continuing to improve communication with you. Communication is a two way thing so I welcome feedback from you, good and bad, in terms of things we are doing well but also on ways we can help you and make your life easier.

My e-mail address is: ulf.jonasson@besam.co.uk

We have been operating in the UK market since 1967. In my first two years with the company I have focused on two core competencies that I believe are fundamental to any business; Customer and Staff Satisfaction. I want to lead a business with committed staff delivering a great Service to our customers. I believe that this enables us to build long term relationships with our customers.



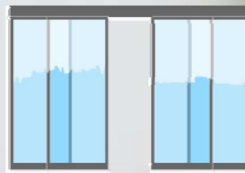
As a business we have been focusing on first time install rates as well as service level performance on our service contracts. We have also focused on pro-active communication to our customers. All our key performance indicators shows that we are improving on a day by day, week by week and month by month basis. I would be very happy to share this with you so please let your Regional Business Developer know if you would like to understand where we are at today.

This is now the "way we do things around here" so my expectation is that we will continue to drive the business to get better and better at delivering a service.

I also believe that we now have a very strong leadership team in the business with a good mixture of "door professionals" as well as people with experience from other sectors and we all share the passion for customer service.

I hope you enjoy this newsletter and I would appreciate any input and feedback from you.

Until next time.



We are proud of what we do.....

- We can maintain all manufacturers entrances
- We continue to maintain Besam entrances that are over 20 years old
- Our average first time fix rate on service repairs is 92%
- Our average first time fix rate on installations is 78%
- Our average quote turn-around time is 12 hours
- Lead time from order to install is average 3 weeks
- When you buy from us you are dealing with a market leader offering a total Entrance Solution

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Meet our Internal Business Development Team



The Internal Business Development Team at Besam are responsible for securing quality proactive appointments relating to projects across the UK for the external Business Developers.

The team consists of Tanya Cruickshank and Jakki Futerill.

One of the key fundamentals of our success, is excellent communication skills. By contacting End Users, Architects, Fabricators and Contractors, we have secured quality appointments for the Regional Business Developers, leading to orders generating excellent revenue.

One of our recent targets has been NHS Trusts, communicating and promoting our Infection Control Product. This has led to excellent business for Besam, and has greatly aided hospitals in reducing the spread of infection.

We've also secured many other projects including Building Schools for The Future in the Public sector.

We have built up a strong rapport with customers by keeping in regular contact, updating them on our products, and reiterating the fantastic service we offer, which ultimately has helped us maintain our position as World leaders in Entrance Solutions and services, in an otherwise difficult market.



Customer excellence through excellent service.



During the last twelve months Besam Service has been experiencing a "Customer Service" revolution.

By taking feedback from our customers and listening to their perceptions of our business we decided to re-define our priorities to ensure that all our customers could realize their needs for "CUSTOMER EXCELLENCE Through EXCELLENT SERVICE".

As a business we have carried out the following significant changes.

We have taken a "back to basics" route with our field resources and its management. Each area has a dedicated experienced Field Operations Manager whose function is the development of the areas' technical resource to ensure the provision of excellent service to YOU our local customers.

All Besam Service Staff have helped to deliver this focus via Managed Objectives and Goals combined with continuous one to one coaching.

We have redefined our Call Management Strategy and introduced Technology both internally and externally to the Business ensuring we are offering all our customers the excellent service they desire.

We have up skilled key positions in our delivery arm increasing the effectiveness of our Customer Facing personnel, to ensure our customers "ARE ALWAYS AWARE of WHAT'S HAPPENING WITH THEIR REQUEST for BESAM SUPPORT AND SERVICE"

We have refocused our Account Associates to ensure that they act as the "Customers Voice" in our Business and drive Besam to deliver the best for their dedicated Customers.

We are continually reviewing and changing our processes to ensure we are offering Lean solutions in every aspect of what we do without losing our focus on our Customer and the ever important Health and Safety of our customers and employees.

Overall we are developing a Can Do and Will Do attitude to every customer event we touch. We still have a way to go but we are getting there and as a team we relish the challenge!

Besam launch new Applied Stainless Steel Finish

Besam are proud to announce the new colour finishes that we have available to supply for our Operator and Entrance Solution Profiles.

The new Anodised finishes include simulated Polished and Brushed Stainless Steel. These are proving particularly popular with Fabricators wanting to help support the modern design aesthetics required by Architects and Designers.

Available on a fast lead time from our Production plants, the finishes are available on our Sliding and Swing Doors and are being very well received.

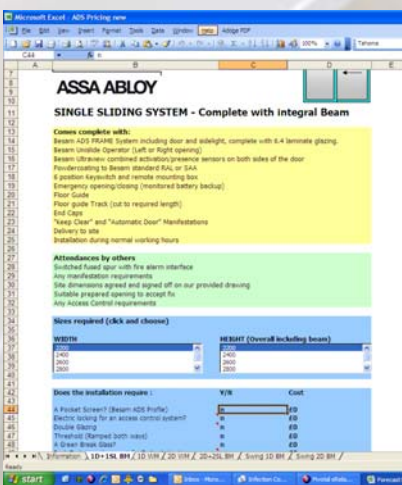
Feedback from fabricators to date is excellent with a number of companies using the system as a Unique Selling Point, helping to differentiate them from their competition.

Please get in touch with your Regional Business Developer or our sales office to arrange an appointment in order that we can show you the product for you to evaluate.



Besam PowerSwing with Applied Stainless Steel

NEW! The Besam Fabricator Support Guide 2009



Due to the change in market conditions with the volume of quotes now being created coupled with our desire to make your working lives as simple as possible, we are pleased to announce the NEW VERSION of the Besam Fabricator Support Guide.

Many of you will remember the "Door and Screen Price Guide" that we previously issued on CD. This new version is completely electronic and can be placed onto your networks in a matter of moments. Some of the key features of this Software is that it will enable you to **create your own prices**, not just for **Operator** only requirements but also for **Complete Entrance Solutions** as well! Other features include information on Body Traps, CAD Details, O&M Manuals and more....A web-based version is planned for launch October 2009.

Please get in touch with your Regional Business Developer or our office staff to arrange an appointment in order that we can provide you with this software.

Screenshot of the Fabricator Support Guide

Besam help to reduce infections in hospitals

Besam has supplied and installed a number of successful physical barriers into Infection Controlled areas of Hospitals with proven success. The Automatic Door System installed creates an easy to use, NO TOUCH system for use by nursing staff whilst providing a comfortable environment for patients.

Besam's notable initial project was completed at Hinchingsbrooke Hospital where the staff and patients find it's use practical, safe and simple to use whilst providing it's primary purpose of physically closing off a ward for both Infection Control and Privacy/Dignity requirements.

With the immediate threat of Swine Flu making an impact in the UK and the World, Besam can offer a bespoke solution fitted in good time to help protect your environment, patients and staff.



"The patient in the next bed is highly infectious. Thank God for these curtains."

Besam PowerSwing and SW100 operators fire tested.

Recent successful fire testing and assessment of both the PowerSwing and SW100 operators in accordance with BS EN 1634-1:2000 (or BS 476: Part 22 1987), enables the confident specification of suitable automatic swing door equipment for new or existing fire doors on a wide range of applications, without compromising the integrity of a previously tested doorset.

Tested on both 60 minute timber and 120 minute steel fire doorsets, with equipment mounted on both the exposed and non-exposed sides, we can provide clear and accurate advice on the correct application of either product.



The sophisticated and silent SW100 "intelligent" operator is ideal for internal applications involving; electric locking, double doorsets and quiet operation.

Along with the above functions, the powerful and robust PowerSwing is ideal for high traffic locations subject to physical abuse such as main corridors and hospital "tug routes".

If you would like further information to help develop your specification, please contact our Sales Office or make contact with your Regional Business Developer.

Besam sponsors Team Swift



We are thrilled to announce that from June 2009 Besam are sponsoring Team Swift.

Team Swift is headed up by Mike Newman, one of our Regional Operations Managers. Mike is responsible for ensuring your new Entrance Solutions are installed quickly and efficiently, whilst ensuring the installation meets the requirements of BS7036.

In 2008 and 2009 Mike won the UK Aerobatic Championship, in addition he sits on the British Team at the World Championships.



Throughout 2009 and 2010 we will be holding a number of customer events where individuals will get an opportunity to take to the skies with Mike.

If you would like to hear more about the events we are holding and your opportunity for doing some aerobatics in the two seater glider then please make contact with your Regional Business Developer.



Mike Newman 2008 UK Aerobatic Champion and British Team Pilot takes to the sky.