

Marthall Tree Products Ltd.



Newsletter 2010/11.

Welcome to our latest Newsletter. For those of you wondering if I'm being very punctual this year, then I have to confess this is the December 2009 newsletter very late! Some poor planning by young Dave meant that the time I would normally have written this, he & his wife welcomed twins Isaac and Grace into the world, so he was missing!

We have to go back to December 2008 to pick up our news when we sadly, said farewell to driver Rick Smith. Rick and family boldly relocated to South West France and took over a campsite. News from Rick says that while all is going well they have found the running of the camp rather harder than envisaged. Go to www.lemontagou.co.uk to visit their website, if booking mention Marthall and your trade card for extra special offers and a warm welcome from the Smith family in this beautiful part of France. His replacement was Tiger Tony, but after a short spell with us he was diagnosed as being in need of an operation so missed the second half of 2009. Happily he has now returned to drive the transit and is fitter than ever!

Another member of staff who had a difficult time, health wise in 2009/10 was Cherry. Most of you will know that she suffered a stroke and having recovered 95% from that was then diagnosed as having a tumour, resulting in further hospital treatment. Again we have been happy to welcome her back albeit in a backroom admin role., with another 30 years of her contract to go I'm sure you will all join me in hoping she remains health problem free having had more than her fair share already!

Our next addition to the team was Colin Egerton who joined Frank in the yard. He has just transferred over to his new role as full time counter person, a position we needed to fill due to the overwhelming success of the counter. His replacement in the yard is young Niall. So despite the undertones of cutbacks and economies we continue to be able to expand.

Talking of trade counters perhaps the most significant change you would all have seen when visiting the yard is the shop, trade counter and much improved yard. We hope to continue to make improvements and have now set the wheels in motion for our display area. Our counter was finally opened just before Easter thanks to the hard work of Young Dave (No twins this time though), Dave's Joinery, Turner landscapes and Stan & Derrick Jennings. We are hoping to have the vast majority of works completed before Christmas (Stan take note).

Business wise 2009 could be described as a 'No score draw'. We started the year badly with October & November 2008 way down on the previous year, despite improvements in the other 10 months, each month being either a few percent up or down on the previous year, it was simply too much to try to pull back. We ended the year down approx 12%, which we were told was better than many other companies had achieved in the same time period.

In November 2009 we were joined by Alan Goodwin formerly of Tarmac. Since 1994 we have offered direct deliveries of aggregates to a small number of regular customers. We expanded this to include all hard landscape products before retrenching again in order to concentrate on our core timber fencing products. Alan brings a wealth of experience with him and would welcome your enquiries on stone, asphalt, concrete, sand and gravels and would welcome your enquiries on his direct number 01565 621532 and email alan@marthall.net.

2010 dawned with some dreadful weather and for the first time in our history we cancelled all deliveries as the region ground to a halt. A 2 week period of disruption followed which also kicked off a shortage of materials. This escalated due to a lack of imports and the log requirements for biomass plants and other high volume log users, such as pulping. This led to some mills having, almost, weekly price rises. Having absorbed the first price rise into ourselves we had to increase our own prices from 1st July. This is our first price rise in 3 years as our 2008 price list was a reduction! New price lists and summary of changes included with this mailing.

This year has been a nervous year, for many, as we have seen a change of Government, an emergency budget and a World Cup. By trying to ensure high stocks and keeping prices as competitive and stable as possible we have enjoyed a 20%+ growth in sales this year. Whatever the outcome of the year is it will always be remembered as a significant year due to our improvements and our 20th birthday on the 1st of October.

We are hoping all the work we have done this year will see us through the next 20 years!

This year has seen a large number of account closures. This is never a decision taken easily, as soon as we see a customer having to be put on the stop every month we introduce a credit limit. If payments continue to be poor then this limit is halved each time until it arrives at zero. At this point the account becomes 'pay as you go', the two most recent closures have been long standing customers who wanted to take more than 60 days to pay amounts just over £20! On a happier note the handful of new accounts from what I would describe as the 'younger generation' of contractor plus one 'old hand' have been excellent and a pleasure to deal with, So it's not all gloom and doom.

Talking of emergency budgets, I felt Gordon had to go and it was time for a change. The Television debates were very interesting and, although, everybody thought that it would change the outcome, with the Lib Dems proving the popular choice, in reality it was business as usual in terms of number of seats. Maybe the armchair viewer was simply that and never actually left the armchair to vote. What the majority of customers can't understand is why we/they have to be the ones to payback for other people's mistakes, the same people who are still taking bonuses despite making losses for the businesses they work for. As regards to the current Government I can say that, our local MP George Osborne has been helpful and responsive to any needs we have had, he has fought our cause over a couple of issues. I know the press try to paint a picture of someone based on their parental background but I prefer to take people as I find them and in George Osborne I have good confidence. Also the current coalition gives the people an opportunity to see how the Lib Dems perform in their current roles.

The controversial bit

I hadn't realised that I was becoming one of those 'grumpy old men'. I find myself shouting at the TV or newspaper over particular situations. It made me formulate my policies if I was in power.

Firstly I would be much tougher with standards on Britain's motorways. I would set up regional councils of drivers to oversee new regulations. Drivers seen driving at 50 miles per hour in the middle lane of the motorway whilst the inside lane is clear would be stopped and flogged at the side of the motorway. The same would happen to wagon drivers who effectively block the motorway by taking 8 miles to overtake another wagon forcing nervous motorists into the outside lane to pass then both at 54mph because they don't like being in the outside lane. On the other hand if I had £1 for every time there was duff information on the overhead gantries then I could retire tomorrow. 'Slow 50', but after 8 miles of nothing having happened to be greeted with 'End'. A motorist, selected from the above regional council. Would find the person responsible and flog him at the side of the motorway in order that he doesn't do it again. Signs that state Café open or fish and chips open, and you follow these signs for 8 miles only to find it's closed. First offence, the crushing of the sign, Second offence, bulldozers deployed and offending premises demolished. Yes, Tough measures for a better Britain.

I would also have no double taxation, sorry George, such as Vat on fuel where you already have Fuel duty. Also no tax on insurance as this is seen to be compulsory. I would end ALL environmental taxes as I feel this is an excuse for taxes not a real desire to cut pollution. With regard to Airlines I would tax the plane NOT the passenger. If I've decided to go to a particular destination no amount of tax will stop me, but, if the airline doesn't fly between the 2 given points then I would be less likely to go instead holidaying in Grimsby or Seaton Carew. Tax the planes which are the most polluting more to encourage less polluting planes.

Successive Governments state 'tough on crime' policies but I'm constantly hearing of the courts passing light sentences or smart arse lawyers getting guilty people off after the police, in some cases, have spent several years building a case. So, without turning the country into an Eastern bloc state I would be much tougher on those who are 100% guilty, those who we wish to send home and those we wish to put off coming here illegally. The two people filmed this year, one in a marathon the other refereeing a football match, whilst both claiming disability are, in my mind 100% guilty, no doubts, no half a percent uncertainty. So therefore they should be taken to a quarry, last used for filming the Jon Pertwee or Tom Baker Doctor Who's and shot. This would be live on ALL channels for all to see. I would guarantee that 'Northern Rock' stile queues will form of people who, miraculously, no longer need disability Allowance.

Birthday Celebrations

To mark our 20th anniversary we will be having 20 offers for the 20 days of October, sheet enclosed.

Competition

Those of you who visited the window at the old office will recall having commented on the various drawings. In conjunction with our 20th birthday we will have a competition to win one of two £50 vouchers! There are two ways to win. Vote which is your favourite drawing from those on display and, secondly, vote for which one you think Tom likes the best. Available throughout October.

Stock taking

We will be closed for stock taking on the morning of Friday 1st October. (George Osborne has offered to help).

FSC

During our recent FSC inspection John Barnes, who was carrying out the inspection said, and I quote 'You are doing far more than many of the larger companies in not only promoting FSC but ensuring that the majority of your supplies are from FSC sources'.

Recently we have been asked about products which are not FSC. Some, such as our field gates are PEFC (Programme for the Endorsement of Forest Certification schemes). The best comparison I can think of is VHS/Betamax and V2000. All 3 will record and play films but operate differently but did the same job. In order to have FSC and PEFC accreditation one needs to pay twice and operate two systems. For us one will do.

Christmas arrangements

This year we will close on Thursday 23rd December and reopen on Wednesday 3rd January 2011.

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Presents

20th Birthday Offers – 20 offers for 20 days*.

1) Stanley Tool Boxes	£10each
2) 1.2m Black chain link 25m	£25 per 25m
3) 3.6 x 87 x 38 Treated green (Balcas)	£1.72each
4) Decking – Old profiles	£2.00 per length
5) Rabbit netting – some rust spots	£15.00/50m
6) Sawn field gates, mostly 7' wide	£25.00 each
7) 2.4 x 150 x 150 4ww slight seconds	£5.00each
8) Smooth/fine ribbed decking	£Extra 10% OFF
9) Draper Jerry cans	£10each
10) 1.2 2ex 100 x 22 green f/edge	£0.22each
11) 800 x 100 x 12 untreated	£0.10each
12) Discoloured Oak sleepers	£12.00each
13) 2.4/2.7m Green pvc chain link various	£48.00 per 12.5m
14) Conical concrete bollards	£21.00each
15) 60yr life barbed wire	£14.00 reel
16) C8/80/15 Galv Stock Netting	£25.50 per 50m
17) Octagonal posts 2.4m long	£4.60each
18) 5'6" x 3 1/2" m/turned pointed.	£1.69each
19) Angle iron Galv posts- various	£15.00each
20) Cuprinol Timbercare 6litre	£7.45each

*All Offers while stocks last. When it's gone it's gone.

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STONE and AGGREGATES

Alan Goodwin

tel: 01565 621532 fax: 01565 650543

alan@marthall.net mob: 07578 789562

We now have a dedicated department for direct deliveries of Stone, Tarmac, Concrete and Aggregates. Alan has joined us to offer a bespoke aggregate service delivered direct to your site or yard. We can offer the following products in full or part loads. Sourcing from a variety of quarries, Alan will be able to meet your requirements.

DRYSTONE MATERIALS TO INCLUDE

MOT 1 Limestone, Graded Aggregates for drainage, Lumpstone, Capping Layer Materials 6F4 & 6F5, Materials All Produced to Highway Specification.

-sourced from various quarries throughout the country.

CONSTRUCTION SANDS

Building, Concrete sands, Fill Sands, Rendering/Plastering Sands & Blockpaving sands.

RECYLED MATERIALS

MOT1, Reclaimed Rail Ballast, 20/80 Graded - Ex Crewe only, 6F5 Capping Layer, Toptrec (Footpath Material)

COATED MATERIALS

Full range of products available for delivery or collection.

DECORATIVE AGGREGATES incl. SLATE

Various Colours and Sizes to meet customer's requirements. Products-

CONCRETE PRODUCTS

Offering materials for all type of applications in full 6m³ loads and mini mix deliveries.

Barrow mix service offered by arrangement.

Get Ready For Winter.

ROCK SALT & GRANULUX PRODUCTS.

Snow Shovels, 200litre Rock Salt Storage Bins and Snow Pushers available.

ROCK SALT Genuine Rock Salt £3.00Per 20kg bag.

ring for pallet rate.
