



THERMAL SYSTEMS

- TRUCK DIVISION -

TRUCK STOP NEWS

APRIL 2011

GRAYSON EXPANDS BUSINESS WITH NEW DIVISION

Grayson Thermal Systems is announcing the addition of a new Truck Division, which will lead the business in its drive to significantly expand activity within this market. The new division harnesses the existing expertise within the company, and creates a focused unit that will provide the Grayson Group with the branch it requires to achieve its long term business objectives.

Recognizing their strength built up over 30 years supplying the bus and coach industry, the company has taken huge strides in developing thermally efficient products for the truck sector. Parts already available are for Scania, DAF and Volvo vehicles; the Engineering team is currently working on expanding this range to include Iveco, MAN, and Mercedes parts.

Grayson Thermal Systems has always prided itself on being a global leader in producing highly innovative, and reliable products. In order to stay at the forefront, Grayson knows they have to start expanding into unfamiliar markets. Although Grayson is only a small-medium volume manufacturer, they are already successfully competing against companies twice their size in the bus/coach markets. They are hoping they can replicate this success in the truck sector.

Grayson managing director Stuart Hateley commented:

"We are a fast growing company which can be seen through our journey to where we are today. We started as a small aftermarket radiator repair shop and now we are an international manufacturer of heat exchange products.

"In order to move forward and stay competitive the only option was to start a Truck Division. I'm very excited on this new venture and I know with the hardwork of all our staff we can sustain a division that is reliable, efficient, and price competitive."



COMMERCIAL VEHICLE SHOW

For the first time the Grayson Thermal Systems - Truck Division - will be exhibiting at the Commercial Vehicle Show (April 12th-14th) at the Birmingham NEC. The company will be showcasing a selection of their products alongside Truck Panels Direct Ltd. Come visit the newly developed Truck Division on *Stand 5G72*.

GRAYSON'S SALES OFFICE IS OPEN MONDAY-FRIDAY, 8AM-5PM (GMT)



MIDLANDS MADE

Joanne Malin of BBC WM celebrates manufacturers across the West Midlands in her 'Midlands Made' segment and invites Grayson Thermal Systems to take part.

The 'Midlands Made' segment features during the Tuesday episode of "Mornings with Joanne Malin" on BBC Radio WM. In the segment Joanne visits West Midlands manufacturers and gets their opinion on current issues affecting manufacturers today and manufacturing in general which is part of the region's rich history.

Joanne recently visited Grayson Thermal Systems at its joint Headquarters and Aluminium Technology Centre to speak to Founder and Chairman Graham Hateley who started the business over 30 years ago. The two talked about growing material costs, export and employment, all increasing concerns within the UK.

Joanne is in a long line of VIP's that have visited Grayson's main manufacturing facility. Other

visitors include Chancellor of the Exchequer, George Osborne and Chinese Ambassador to Britain, His Excellency Liu Xiaoming.

After visiting the site, Joanne commented: "I was honored to be invited to come and visit Grayson as part of the Midlands Made segment. It is great to see a successful British company come out of Birmingham and I am happy to support them through their business endeavours."



IT JUST MAKES SENSE

Office staff at heat exchange specialist Grayson Thermal Systems are turning off their hard drives and taking on a hard trek in aid of deafblind charity Sense.

The company has entered a team in the 2011 Ridgeway Challenge, spurred on by group marketing analyst and team captain Aishah Minister, who is herself partially deaf. Aishah is joined by members of the Grayson accounts team: vice captain and sales ledger clerk, Louise Hateley; purchase ledger clerk, Karen Dorman; and accounts manager, Sue Hateley.

During the night of Saturday 14 May to Sunday 15 May, the Grayson Gems team will be attempting to walk a gruelling 26 miles in 12 hours along a challenging section of the Ridgeway that starts at Bury Down in Oxfordshire and finishes at Barbury Castle in Wiltshire.

Louise said: "The Ridgeway Challenge is a seriously tough event and we are having to train hard, but it to help a great charity and the people who really need the support."

Donations can be made at www.justgiving.com/graysongems



New Truck Parts Website Launch

Grayson is launching its truck parts website which sells a selection of Grayson truck parts from the new range. The launch is set for April 2011 to coincide with the launch of the Grayson Truck Division in the same month. The site will offer the Grayson range which includes parts for Scania, Volvo, and DAF vehicles. Grayson is constantly striving to extend the range which will eventually be featured on the e-commerce site. Internal Sales Manager, Richard Harris, commented: "We are very excited to announce the launch of our new retail service. Grayson are determined to have a range that covers all UK and European fleets. The e-commerce site will help us to reach those customers that we wouldn't normally be able to target."

Launch commences on April 15th at www.cooling4trucks.com

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