

2020 - A REFLECTION

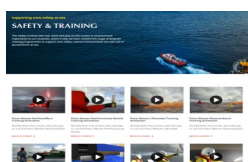
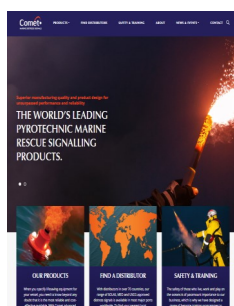
We can all agree that 2020 has been a year like no other and I have seen many people comment about being glad to see the back of it. At the beginning, there were the awful bush fires in Australia, "Megxit" with Meghan and Harry quitting the Royal Family and then the COVID-19 pandemic hit. Now, here we are, in 2021, which everyone was so glad to see as a fresh, new start and now most of us are in a fresh, new lockdown.

I cannot help but think that things are not going to be that different in 2021 from in 2020 but I do see a bright side. I believe whilst 2020 has caused many hardships it has brought out the best in people. No more visible than here in Wescom which makes me very proud. We did not throw up our hands and let defeat in despite the constant barriers to trading being put up for most of the year – no, we got clever and thought outside the box and made things happen. We kept our place as the largest and the best pyro manufacturer. We did not shrink despite many others in our industry suffering this way. We have found new ways of working whilst embracing social distancing, nurturing existing and creating new relationships. Using technology and video calls is now second nature to us all although I have never said "You're still on mute" so many times before or had it said to me so often. At the start of 2020, the thought of appearing on camera made me feel very uncomfortable but now I do not give it a second thought – in fact I wonder, "How did we manage before this?"

We are not untouched by the major events in the world. The oil price crashing, tensions between America and Iran and, of course, COVID-19 have affected us all personally and professionally but we have been lucky. Whilst we have experienced COVID-19 everyone has come through OK and we are extremely grateful for that. We all know people who have not been so lucky. I have left 2020 feeling grateful, proud and humbled by the performance of you all this year. It is this team that gives me confidence for 2021 and my one wish for this year is that everyone stays safe and healthy.

When times are tough I am so glad to have you all around me. Thank you!

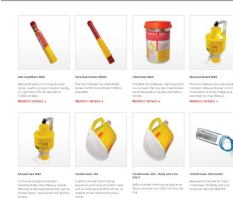
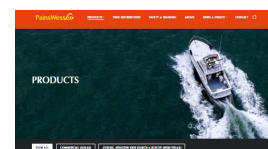
Claire



The new, improved Comet and Pains Wessex websites have been launched!

They feature a striking new design, easier navigation and vital company, distributor and product data. They also feature 360° product visuals, information, a dedicated news source and our handy training video animations, plus much more.

Take a closer look at www.comet-marine.com and www.painswessex.com and let us know what you think about the improvements.



Wescom proudly supports



DEFENCE UPDATE

28th February marked my 1-year anniversary with Wescom and I am extremely proud of what the Defence team has achieved in my first 12-months with the business. It has at times been challenging, but the outlook remains very positive for Wescom Defence.

We were impacted in 2020 by some COVID-related delays but I am pleased to say we managed to mitigate the impact of delays, notably from our traditional customers in France & Spain, by winning new business with new customers. We have also been busy identifying and appointing new agents and sales partners – geographical expansion is a key pillar of our strategy to grow the business and increase our market share – we have more than doubled (23 >> 50) the number of agents/representatives.

Meanwhile, Chris Feibusch has also been very busy developing new Defence marketing materials – These look very good and should be available for worldwide distribution in next 4-6 weeks. It has not been possible to attend trade show and exhibitions as we had planned due to COVID-19, but we are hopeful that we will be able to increase our global marketing efforts commencing in Q3 with DSEI in London (14-17 September) likely being the first of many significant showcase opportunities for us.

Amit, Holger, Jutta, Christian and Dorte, working with our sales partners, all continue to do a great job in growing the opportunity pipeline and the reward for this effort can be seen in the good order intake achieved in the last 3 months. It is important that we maintain this momentum and continue to position the business to compete and win. We are off to a good start but it will require lots of hard work and the entire business to be aligned to the ambition to grow for us to deliver the budgeted sales in 2021.

David



PW Defence Ltd. Acquisition

In February, we completed the acquisition of PW Defence Ltd. PWD, based in the UK, is a leading manufacturer in the defence sector with a similar heritage and respected product range to Wescom Defence, so is a natural fit.

This is a significant step in our growth strategy and will extend our R&D capabilities and product development. Its strong customer base will also allow us to enter new markets and expand our geographical reach. This is an exciting new era for us to be a part of and we warmly welcome PWD to the Wescom Group.

JOIN OUR LINKEDIN COMPANY GROUP!

It's free and allows everyone to keep up with the latest product news, distributor updates, show and events, company developments and more.



www.linkedin.com/company/wescom-signal-and-safety/



Kate O'Sullivan

INTRODUCING ADPR



Beki Sharman

For those of you who don't know, ADPR is our communications agency, based in the UK. ADPR has been working with Wescom Signal and Rescue for almost twenty years, and our dedicated account team consists of Kate O'Sullivan (Managing Director and Owner), Beki Sharman (Account Director), Adrian Bishop (Consultant) and Kira Daly (PR Executive).

Pro-active, driven and knowledgeable, the award winning ADPR team have specialisms within a variety of sectors including marine, defence, outdoor, travel & tourism and professional services.

ADPR was originally brought on-board to manage the communications for our brand in the UK marine sector and now handle the global communications for all aspects of our business, including commercial maritime, leisure marine and defence.

ADPR works as an extension of our existing team by managing our media relations programme, the production of content creation and expert articles, the creation and development of the Illuminator newsletters (Pains Wessex and Comet), the new Defence agent newsletter and The Signal, as well as our social media, events, internal communications and crisis management.

Recently, in line with the development of our defence business, ADPR has been instrumental in helping David Griffiths and Chris Feibusch to develop a new marcomms strategy and the supporting enablers required to support our ambitious growth plans.



Kira Daly

If you have any news, questions or feedback for the team, or want to learn more about their role and how they can help to maximise your work, please get in contact with the team via: wescom@adpr.co.uk or check them out online: www.adpr.co.uk. They would love to hear from you!



Adrian Bishop

Did You Know

The Dutch and
German maritime
rescue
organisations,
KNRM and DGzRS
use Comet marine
distress signals.

Know anyone with a 'flare' for the business?

Do you know a colleague or team that encompasses the Wescom core values and deserves recognition? Maybe they have gone above and beyond their duties, worked as a team to exceed expectations, positively delighted a customer or done something you believe should be recognised?

You can nominate a colleague or team by contacting Ally Ogg (details on the back page) with a brief description about why you think they deserve recognition. There is a little something to win so get thinking and let us know!



ANNOUNCEMENTS

HAVE YOUR SAY

Do you have any stories or interesting information on what you have been doing either at work or in your spare time? Or maybe you would like to tell us something nice about a colleague?

We are interested in anything you can contribute to the next issue of The Signal.

Photographs are also most welcome!



Contact

Ally

on

+44 2392 415712

or

AOgg@wescomsignal.com



Happy Birthday, Hafize!

On the 29th October **Hafize Ayaydin** celebrated her 30th birthday in true Northern German tradition.

It is said that if a girl is not married by the time she is 30 she needs to clean handles and any boy not married by 30 has to clean stairs. However, with 2020 being a leap year, those roles were reversed and Hafi was made to sweep the stairs outside (thanks to COVID!) the Bremerhaven

office with first a toilet brush, then a specially designed brush and finally a proper brush all while colleagues looked on and in keeping with the tradition made jokes and 'destroyed' the good sweeping Hafi had done. The only way to be released from this work is to be kissed by a virgin. Again, due to COVID getting a kiss from anyone was not possible but, thankfully, a Chippendale advent calendar came to her rescue and released her from her sweeping so she could get back to her desk. Hope you had a wonderful day Hafize.



Willy Merritt Celebrates 50 Years Packing Pyro!



Willy joined Pains Wessex on 25th January 1971, following in the footsteps of his 4 older siblings-his 2 younger siblings then followed him in subsequent years. Due to being only 16 and a half at the time of joining, Willy started working in Marine Packing, as he was not old enough to work in the factory. Over the years Willy progressed through roles including, Charge Hand, Packing Supervisor and Manager. When the manufacturing of Pain Wessex marine pyrotechnics moved to Bremerhaven, Willy stayed on in the UK warehouse and is now, happily working for Powerhaul International Ltd which distribute our products throughout the UK and Ireland.

When asked about retiring, Willy says, "I only took the job to begin with as it paid me double what I was earning in my previous job and now I don't want to stop because I love it. I enjoy being able to get the customer what they want, when they want it so I intend to carry on part time." He says, "The best bit of the job is the people, making friends and being part of the family. There has been a lot of change over the 50 years but it is the people that make it great."

Congratulations to Willy on celebrating such a fantastic milestone of 50 years packing Pains Wessex pyro. Hopefully you can celebrate properly with family, friends and, of course, your Wescom family when restrictions allow.

BRINGING PEOPLE TOGETHER

AUSTRALIA - GERMANY - SPAIN - UNITED KINGDOM - USA