

POTTERS

— INNOVATORS IN —
SHEET METAL COMPONENTS

WINTER 22/23

The latest news and views from
Potters, fine limit sheet metal
manufacturer and finisher

CHECK OUT OUR WEBSITE - www.llpotters.co.uk



Design for manufacture

With the volatility seen in the supply chain over the last two years, trying to maintain profit margins and manage rising costs is becoming ever more of a challenge. In order to make sure our customers are updated with latest market fluctuations, we have kept a keen eye on our spending patterns, and quickly relayed any diverse information, positive and negative, so their purchasing teams have time to plan their ongoing demands. Whether this is by changing order patterns to lock in pricing for longer periods with scheduled or call off deliveries, or modifying material specifications or processes where possible to reduce cost of manufacture, we continue to strive to think outside the 'metal' box in order to best support.

These market fluctuations have lead to an increased demand on the Potters design support team. This is one area of influence we have seen a great deal of renewed interest in over the last 12~18

months. It is a service Potters have always provided, initially to advise product designers how to make the best of upcoming projects with an emphasis on design for sheetmetal manufacture. We are now experiencing enquiries of "can you make this in sheetmetal" from all manner of industries, who previously created parts in diverse materials and processes from vacuum formed plastics up to fully machined parts.

Russell Bridger, Sales Director, commented "In the last year being able to offer design support has been fundamental in helping our existing customers through this tricky period and a very inviting service to offer when new business comes knocking"

Design support for sheet metal components is just one area Potters can help with when providing solutions to your sheet metal fabrication and mechanical assembly requirements, you just need the right team who can deliver it for you.

The show must go on...

After a break of two years due to the outbreak of Covid and lockdown restrictions, Potters returned to the Southern manufacturing show held at Farnborough this year with some trepidation. It was the first UK event to take place after the restrictions for the pandemic were lifted in January 2022. Within the first hour the nervousness disappeared and we felt as if we were back to business as usual. Visitor numbers far exceeding expectations and a general feeling of getting back to normal throughout the hall from visitors and exhibitors alike.

Potters will be back at the Southern Manufacturing show for 2023 on stand D95. Please come along and say hello, the show is a worthy event for anyone involved in design, engineering production, and procurement within the engineering industry, and we look forward to seeing you there.

VISIT US ON STAND D95

SOUTHERN
23 Manufacturing
& Electronics

Farnborough International Exhibition Centre
7th to 9th February 2023



Target net zero

Here at Potters, we are committed to reducing our carbon footprint and minimising our impact on the environment. As a company operating within the manufacturing industry this produces its own unique set of challenges, but also opportunities.

In recent years we have launched several programs;

Replacing several of our manufacturing machines to more efficient or electric versions reducing our power consumption.

Replacing old roofing infrastructure with modern insulated roofing and extraction technology.

Replacing our vehicles with rechargeable electric versions.

Replacing the lighting throughout the building and offices to LED and energy saving devices where possible.

Monitoring and replacing packaging to either reusable or recyclable materials.

Ultimately, we believe these changes will be good for us, good for our customers and good for the wider world.

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Success breeds success

Earning a customer's respect and loyalty is a key building block to Potters work ethic, never something that is underestimated or taken for granted. Providing ongoing reliable service and quality products to our customers is the key to our success.

Our track record, we hope, speaks for itself. Nearly half of our current customer base have been developed from customer contacts who have dealt with Potters in the past, who then, normally through a career change, move to new companies and want to have a dependable sub contract sheet metalwork supplier they can rely on. They invite Potters into their new company environment to provide the service they know and can count on. We are also fully aware that those first few discussions leading to an initial purchase order or sample approval lay the foundations for another long lasting mutually beneficial relationship.

Looking after and maintaining

existing customers along with taking on new business is a key aspect to Potters growth and stability. We never forget the loyalty our customers place in us. That's why, typically, once a customer starts trading with Potters invariably they are still trading with us many years, or even decades later. Since Potters was established in 1964 we have dealt with various, many well known household names from a broad spectrum of industries. Some of those companies may have gone away or changed their name but more often than not, they or their staff are still trading and getting their fabricated sheet metalwork from Potters. In fact we have customers who have been trading with us since we started nearly sixty years ago.

Good dependable service, support and quality products leads to happy customers and consequently happy satisfied customers leads to our success.



IN THE NEXT ISSUE...

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- **New investments**
- **Put a lid on it**

Want to find out more?

Tel: 01628 667 167

www.llpotters.co.uk

sales@llpotters.co.uk

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