



Dear all,

Welcome to the first issue of the European Technical Service Newsletter which will keep you up-to-date with team structure, activities and achievements.

A New Structure

Following guidance from Barry Andrew and Stewart Hendry we have re-considered the structure and activities of the team with the aim of providing a “World-Class” Technical Service function within a market led business.

Over the last few years, we have already made significant improvements :

- Improvements made in 2006-2007 during “Customer Now” : building of a dedicated team, definitions of our activities, set up of the help-desk technicalservice@scapa.com, introduction of an intranet system for managing product testing requests with dedicated service KPI's : **Technical Service Enquiry**
- Investment in Technical Service since April 2009 when TS moved from “Technical” to “Commercial” ownership : Claude Broguiere joined the team as our “cable” expert, contact and activities sheet were refreshed, first introduction of our mission statement (see the bottom of this newsletter), and increased field presence with more customer visits.

More recently still we have made even further investments within TS with:

- **Two new people have joined our team**, covering resource gaps within our identified external markets which Scapa serve: These are Giuseppe MAFFE for automotive and Elise DELORET for medical.
- **We have now also split the team** into two sub-groups (“**site based team**” and “**field based team**”) to enable increased customer visits whilst maintaining a high service level relating to internal TS requests.

The “**site based team**” will mainly work internally, answering requests sent to our e-mail address technicalservice@scapa.com and dealing with laboratory testing's (TSE's).

The “**field-based team**” will mainly work externally, spending more than 50% of their time visiting customers with our sales force.

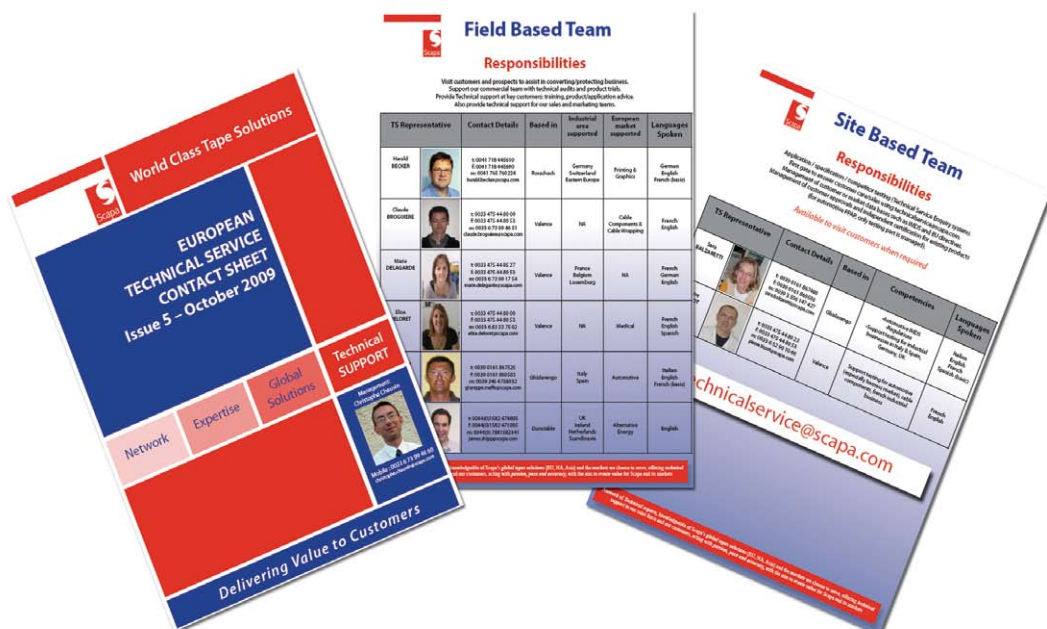
Full details of this organisation can be found in the **Contact Sheet** accompanying this Newsletter.

Within the Technical Service team, we understand **the need to add value when we visit customers** and that is our key goal for each and every visit. Our aim is to ensure that every visit develops an in-depth, meaningful relationship with our customer or prospect, so that we can support the generation of new business or help defend our product offering against competitive threat, **by the application of our technical skills and knowledge base.**

In order to satisfy this objective, the Technical Service Representatives (TSR's) also need the support of our sales teams to help improve our knowledge and understanding of the markets and applications - both familiar and unfamiliar.

We truly believe that **joint working**

and co-operation between TSR's and sales people, before, during and after a customer visit, dramatically increases our chance of success. It is surely a winning combination to understand what products we can offer globally, have the knowledge of key features and benefits of each of our products, and understand their main applications, all combined with the in depth customer and buying motivations knowledge of the sales team. **Success is dialogue and shared knowledge !**



World Class Tape Solutions
EUROPEAN TECHNICAL SERVICE CONTACT SHEET
Issue 5 – October 2009

Field Based Team Responsibilities
Visit customers and prospects to assist in competing product testing business.
Support our commercial teams with technical advice and product trials.
Provide technical support at key customer training, product demonstration and other events.
After providing technical support for our sales and marketing teams.

TS Representative	Contact Details	Based in	Industrial area represented	European market represented	Language Spoken
David BROWN	+354 1 118 88810 +354 1 118 88811 +354 1 118 88812 +354 1 118 88813 +354 1 118 88814 +354 1 118 88815 +354 1 118 88816 +354 1 118 88817 +354 1 118 88818 +354 1 118 88819 +354 1 118 88820 +354 1 118 88821 +354 1 118 88822 +354 1 118 88823 +354 1 118 88824 +354 1 118 88825 +354 1 118 88826 +354 1 118 88827 +354 1 118 88828 +354 1 118 88829 +354 1 118 88830 +354 1 118 88831 +354 1 118 88832 +354 1 118 88833 +354 1 118 88834 +354 1 118 88835 +354 1 118 88836 +354 1 118 88837 +354 1 118 88838 +354 1 118 88839 +354 1 118 88840 +354 1 118 88841 +354 1 118 88842 +354 1 118 88843 +354 1 118 88844 +354 1 118 88845 +354 1 118 88846 +354 1 118 88847 +354 1 118 88848 +354 1 118 88849 +354 1 118 88850 +354 1 118 88851 +354 1 118 88852 +354 1 118 88853 +354 1 118 88854 +354 1 118 88855 +354 1 118 88856 +354 1 118 88857 +354 1 118 88858 +354 1 118 88859 +354 1 118 88860 +354 1 118 88861 +354 1 118 88862 +354 1 118 88863 +354 1 118 88864 +354 1 118 88865 +354 1 118 88866 +354 1 118 88867 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Technical Service Statistics

We have increased our field presence without negatively impacting our internal support.

	08/09	H1 09/10
SITE-BASED WORK		
TSE completed	190	110
TSE acknowledged within given timeframe	95%	95%
TSE completed within confirmed date	83%	90%
FIELD-BASED WORK		
Number of customers visited	134	100

Technical Audits & Trial Reports

Technical audit and product trials are key elements within the PNSB (problems/needs/solutions/benefits) sales process which sales teams were taught about during sales excellence training. TSR's will lead and support our sales teams in these two critical steps to gain/defend end-user business, where it has been agreed their presence will add value.

We have **designed two Word documents (see below)** to help us construct and deliver to our customers a professional and meaningful technical audit and trial plan which provides the business with valuable information to meet our customers application needs. These will be available on the intranet and later in CRM.



TS team adding value : some recent examples

Supporting the sales effort in both winning and defending business

Owen Mumford (product C615 – NSU 209 – potential £30k p.a.)
Owen Mumford is a UK manufacturer of needles used for testing blood. They were using a single-sided polyester from PPI to carry needles during the process but they encountered adhesive residues upon removal. Dawn Baker asked Technical Service if a Scapa product could better fulfill customer needs. TS suggested C615 from Carlstadt, a 125 microns polyester film with silicone adhesive, not supplied to Europe so far. C615 solved the adhesive residues issue. TS found the right conversion route to provide rolls of 4mm +/-0,5mm. Sales have started with an expected turnover of £30K per annum.

Permapak (product Exafit 43121 – NSU 989 – potential £30K p.a.)
Permapack is a major Swiss label printer specialising in high quality label and cosmetic packaging printing. In March 2009, Permapack asked us for help in providing an alternative offer against Biesse 15.2 US because of serious quality issues. TS visited the customer urgently with a sample of Exafit 43121 which was trialed successfully. Turnover already achieved in the first half of the year : £26k.

Stokvis (product UP2040 – NSU 807 – potential £35k p.a.)

Stokvis France was looking for a transfer tape that provided better ageing performance for bonding PVC coated polyester cloth onto polyamide cloth to make fencing carpets. TS were able to demonstrate through lab test results that UP2040 outperformed the product initially selected. First order is awaited shortly.

Prysmian (product 1190 – business of £90k p.a.)

In the manufacturing of telecom and power supply cables, Prysmian France was using our 1001 cloth, which was discontinued. We worked successfully with their three sites to gain approval of our 1190 cloth and this enabled us to maintain the business with this very important customer.

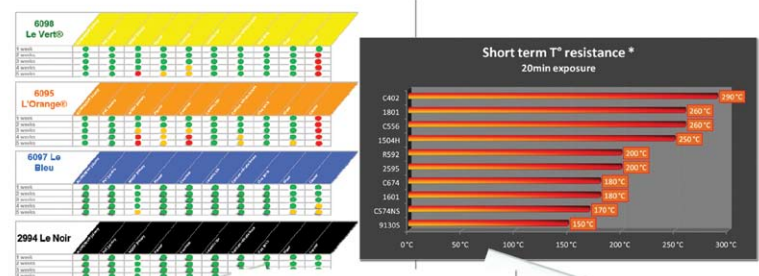
Supporting the training of our customers

TSR's are involved in the delivery of technical training modules at our customers. Since April 2009, alongside the local Scapa sales representative, **we have conducted together 12 training sessions across Europe**. The content has been either application specific (e.g. Exafit/Hardmount range for flexo printing, cable components) or broader (single-sided tapes, double-sided tapes). Attendees are always appreciative of the different perspective that a technical input offers in helping add value to the commercial sales process approach.



Promoting the value of our product through technical evaluation

We regularly make studies (in-house, at machine manufacturers, at institutes) to increase the understanding of products behaviour in field conditions. Below are detailed some examples.



Let's find more, keep more, and win more business together!

Yours sincerely

Christophe CHAUVIN

European Technical Service Manager

Stewart HENDRY

European Sales Manager