

# IN THE FRAME

January 2005

## In this issue:

### Slater Harrison a sponsor at the Henries Gala Awards

For the first time, Slater Harrison has sponsored an award at the Henries, the leading awards in the Greetings Cards industry. The popularity of Centura Pearl for envelopes has given us a foothold in this market. Sponsoring the 'Most Promising Young Artist' will consolidate the growing awareness of our company.

### New Ident machine designed and commissioned

Slater Harrison has always considered investment in equipment to be a key factor in its success, making sure we can fulfil the growing demand from our wide customer base. Scalloped border rolls are no exception, and we have purchased a new machine to increase our capacity for this popular product.

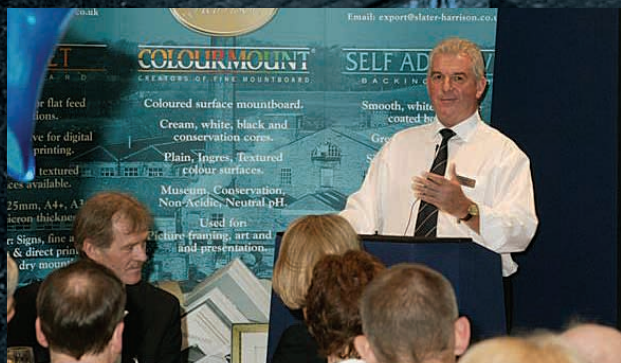
### Review of Slater Harrison's 75th anniversary celebrations

Slater Harrison's 75th anniversary open days were a tremendous success, with more than 140 people visiting the Mill over the three days to help us celebrate. Colin Dixon, Chairman of LS Dixon Group, said, "We were delighted by the support we received from both customers and suppliers."

**Plus:** 30 new Centura Pearl embossed designs, Launch of Inkjet paper and card, Educraft poster paper range extended, Cavalier achieves ISO9000 status.



Putting you in the picture with news, views and essential product information.



**COLOURMOUNT**  
CREATORS OF FINE MOUNTBOARD

**Centura Pearl**  
COATED PAPER AND CARD

**DAY-GLO**  
PAPER AND BOARD

**Edu**  
Craft



# 75th Anniversary celebrated in style

Customers, suppliers and local dignitaries all helped us celebrate our 75th anniversary at a series of open days last June. Those who attended were amazed at the range of products available and at the story of Slater Harrison's first 75 years in business.

Joining in the celebrations were the Mayor of Bollington, Councillor Shirley Sockett, who addressed the gathering on the first day, and the Worshipful the Mayor of the Borough of Macclesfield, Councillor Joan Barnes, the following day. Both were delighted to see the contribution that Slater Harrison has made to the local community over the years and its continuous investment in the mill site.

The final day's celebrations were for staff and local residents, and we were lucky enough to enjoy the company of Sir Nicholas Winterton MP (pictured above with Lynda and Mike Braddock).

Guests were welcomed by Colin Dixon, Chairman of the LS Dixon Group, and his wife, Penny. A superb lunch was laid on, followed by presentations from Mike Braddock, Managing Director, and Lynda Braddock, Sales Director of Slater Harrison & Co Ltd.

Mike explained the history of the business and the markets it serves. "Since our founding in 1929, Slater Harrison has strived to find new and innovative ways to meet the needs of the diverse markets we supply," said Mike. "We have formed strategic alliances, made key acquisitions and introduced pioneering products, all of which have placed us in the strong market position that we hold today. Our most recent addition, Centura Pearl, is proving to be as successful as one of our older and more established products, Colourmount."

Attendees on all three days were given a tour of Lowerhouse Mill by members of Slater Harrison's hard-working team, pictured below on the stairs at Hollin Hall, the scene of the open days.



# New wallchart for framers

Slater Harrison has launched a new wallchart for its Colourmount range of mount board. The new wallchart follows a "colour-flow" design and clearly explains the properties of each type of board, based on the five framing standards and three qualities of mountboard laid down by industry-association, the Fine Art Trade Guild.

All Colourmount boards have been tested against these new standards, and the range clarified so that framers can easily find the right board for each project. The range now includes 85 different boards in conservation quality - including 63

colours in 1400 micron board, 9 colours in 2000 micron board and a further 9 colours in Jumbo sized board. In addition there are four colours in the existing Conservation 600 series solid colour mountboard.

Slater Harrison has also taken the unusual step of discontinuing some of its slower moving colours. This will help our stockists to maintain viable stock turnover levels. Whilst the discontinued colours are not featured on the wallchart, they will continue to be sold until stocks run out. For a list of these colours, contact our Sales Department on 01625 578900.

FINE ART TRADE GUILD - 5 LEVELS OF FRAMING					
Colourmount Ranges	Museum	Conservation	Commended	Budget	Minimum
Cotton Museum - 200 Series	✓	✓	✓	✓	✓
Conservation - 600 Series		✓	✓	✓	✓
Conservation White Core - 300 Series		✓	✓	✓	✓
Standard White Core - 300 Series, Centura Pearl, Metallic			✓	✓	✓
Standard - 400, 500, 700, 800, 900, 1000, Metallic, Linen			✓	✓	✓

# Fingerlift tape

Through our sister company, Cavalier Tapes and Conversions, we have introduced a new product that is ideal for both the craft/hobby market and the education market.

Fingerlift tape is available in retail packs, in three widths (6mm, 12mm and 18mm) in 25m or 50m lengths as well as classroom sized packs. This double sided tape

features easy to peel release paper that can be lifted from either edge. It is translucent, with dry adhesive, making it clean and easy to use, as well as totally child-friendly.

Fingerlift tape is ideal for craftwork, art projects, handmade cards, photo-mounting and many other uses around the home, classroom and office.



# Growth in scallop borders leads to new kit

Demand for our scalloped border rolls is growing so much that we have invested in a new machine to deliver the increasing demands of the Education and Craft markets. It has been designed, installed and commissioned by manufacturers, Ident Machines, especially for Slater Harrison, and will give us the additional capacity needed.



Slater Harrison has sold over 160,000 scalloped border rolls in the last two years, across a range of materials including paper, card, corrugated and self adhesive. The rolls are ideal for both craftwork and classroom decoration and are available in seven colours - black, red, green, blue, yellow, gold and silver as shown in our picture below.





## Framing Workshop takes Framing Business Award



Fine Art Trade Guild, with Mike Braddock recently having served as Master. The Framing Business of Distinction award was founded by Slater Harrison in 1998 and taken over by the Guild the following year.

The Framing Workshop has been a worthy winner of this award three times now, winning in 2000, 2002 and now 2004. The business' owner, Martin Tracy, has also received Retailer of the Year awards four times in the last decade. The business specialises in hand finishes (stains, paints and gilding), conservation and museum standard framing, memorabilia and frame restoration.

The Framing Workshop can be contacted on 01225 482748 or on the internet at: [www.theframingworkshop.com](http://www.theframingworkshop.com)

Slater Harrison sponsored the Framing Business of Distinction Award at the Fine Art Trade Guild annual awards ceremony for the sixth year. The award was won by Martin Tracy GCF, of The Framing Workshop in Bath, and presented by Lynda Braddock, Sales Director of Slater Harrison (pictured above).

The FATG dinner was held at the Reebok Centre in Bolton and, as usual, proved a great success. Slater Harrison has a great affinity with the

## New export opportunities

Overseas sales have always represented a big part of our Colourmount business but, since the launch of Centura Pearl for the Millennium, export sales have grown exponentially.

Centura Pearl, which has for some time been sold on the continent and in Australia, has now entered the US market, with the appointment of a new distributor. The McLoughlin Paper Co Inc started selling Centura Pearl within the last year, and has been very successful with both plain and embossed Centura Pearl for gift wrap. Our products are now sold in major retail outlets throughout the USA.

In France, we have appointed two new distributors for Colourmount boards. Moulurex in Pont Pean, near Rennes and Sun in Creil-St-Maximin, near Paris, will deliver Colourmount to framing businesses throughout France. We look forward to growing this important market.

## Assorted foil-lined paper rolls

We are always aware of the budget constraints placed on teachers in today's schools. With this in mind, we develop our product range to give the greatest flexibility and value for money. The easiest way to do this is, of course, to offer assorted packs, enabling teachers to stock a variety of colours in any one range. Our new assorted packs of foil lined paper rolls do just that.

The new pack contains six foil-lined paper rolls, one each of a

stunning range of colours including gold, silver, copper, red, green and blue. Each roll is 500mm wide and 5 metres long, making it ideal for a wide range of craft projects.

Our foil lined paper rolls are still available in single colour packs, with each roll 10 metres in length.



## Card & envelope packs

The popularity of Centura Pearl for the hobbyist market continues to grow. Slater Harrison is making the most of the opportunities provided by increasing the range of products available.

The range of card and envelope packs in Centura Pearl now includes three different sizes in 18 colours. Each pack contains five cards and

five matching envelopes, in either C6, DL or Square formats. A retail counter pack has been produced for each size, offering 36 packs (six of each of six colours).

The card and envelope packs are ideal for hand made greetings cards, invitations and thank you notes, and the colours can be mixed or matched for added variety.



## New appointments to board

Slater Harrison has strengthened its board of directors with the recent appointment of three new members. Lynda Braddock is promoted to Sales Director, James Braddock to Production Director and Carl Smallwood to Technical Director.

James joined the company 12 years ago at the age of 18 as a Management Trainee, and worked in every department on the shop floor gaining experience of each process. He qualified as a Member of the Chartered Management Institute (CMI) and holds a Diploma in

Management. He has an interest in martial arts and is a keen fisherman.

Carl joined Slater Harrison 3 years ago as Technical Manager with direct responsibility for all aspects of quality and technical development. Carl learnt his trade in paper coating at Coated Papers Limited., and Tullis Russell Coaters where he became Technical Director. He is a keen photographer and D.I.Y. enthusiast.

Lynda has been with the company for 15 years starting in Credit Control, before concentrating on export and qualifying as MIEx.(Grad) and becoming Export Manager. In 1999 she assumed the responsibility of not only export, but also U.K. sales and became Sales Manager. Her interests include cooking and dress making, but her main activity is keeping our M.D. under control.

We wish all the new Directors success in their new appointments and look forward to their contribution.

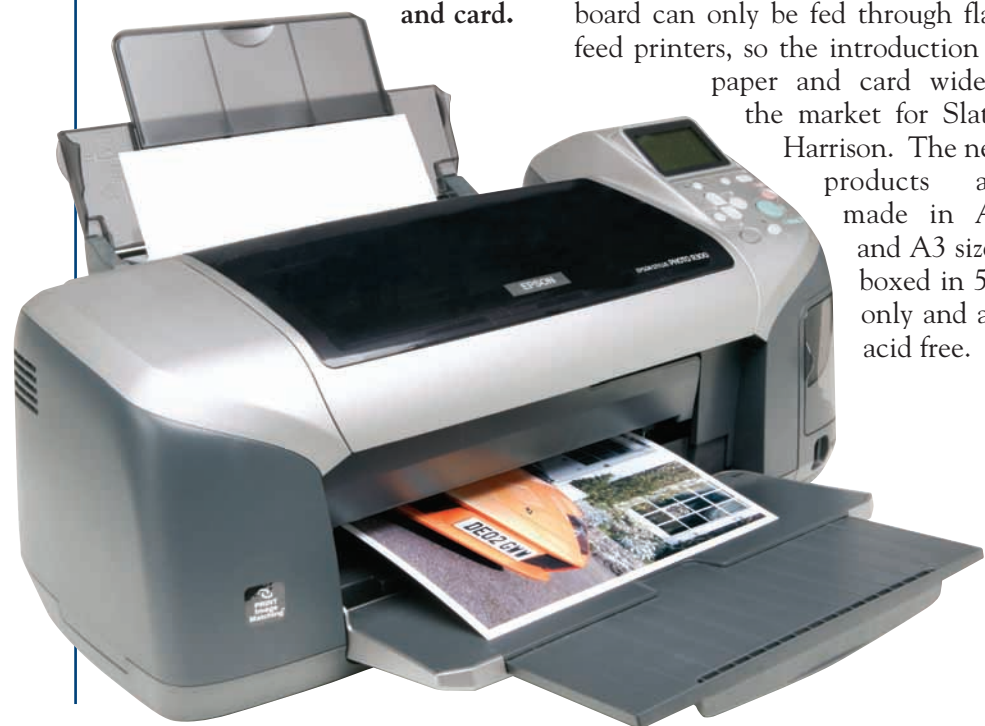




## Inkjet market opens up with paper & card

The success of Colourmount Inkjet artboard, launched a year ago, has taken the market by storm, with many customers printing fine art quality directly onto the board. Now, in response to demand, we have developed inkjet coated paper and card.

The Inkjet paper is 160gsm and the card weighs in at 300gsm, both with one sided inkjet coating. The beauty of these products, unlike the Colourmount Inkjet artboard, is that they are flexible enough to be fed through top-fed inkjet printers. The board can only be fed through flat-feed printers, so the introduction of paper and card widens the market for Slater Harrison. The new products are made in A4 and A3 sizes, boxed in 50s only and are acid free.



## Friends are now easy to come by

In this world of increasing claims for accidents and personal injury, schools and offices cannot take any chances with broken glass, yet it is not always possible to mend a broken window immediately. We have the answer in our Caretaker's Friend, a clear, self-adhesive product for temporary repairs.

Caretaker's Friend, manufactured by Webmaster, is ideal to keep on hand in schools and offices for quick fixes for cracked and broken windows. It is a 175 micron, clear, self-adhesive film, supplied on rolls of 915mm x 15m from all good Education stockists.



## Cavalier achieves ISO9000 status in its busiest year to date

Following in the footsteps of its sister company, Webmaster, Cavalier Tapes & Conversions has achieved ISO9000 accreditation. This is of enormous importance to the company, giving confidence to customers and staff alike and underlining our professionalism.

2004 was a busy year for Cavalier, with extensive modifications made to the coating machine at the Birkenhead plant. The company can now coat with extreme accuracy across the entire web or in stripes for both tape and label applications.

In addition, a new slitting machine has been installed, enabling us to satisfy customers' requirements in both tape and label manufacture

to a width of 1250mm, maximising plant efficiency.

Cavalier Tapes & Conversions is also supplying our Group companies,

especially Slater Harrison, with a range of tape products, including, for example, the new Fingerlift Tape in various sizes.



## Slater Harrison sponsors Most Promising Young Artist at the Henries

Slater Harrison was delighted to sponsor, for the first time in 2004, the 'Most Promising Young Artist' category at the renowned Henries Gala Awards. The Henries are the Oscars of the greetings card world and a real opportunity for Slater Harrison to promote its name in the greetings industry.

The awards were held at the Royal Lancaster Hotel and were hosted by Alistair McGowan. The presence of BBC cameras, filming for a slot on Rolf on Art (shown in December) made it even more exciting, particularly as they were focusing on our award.

The 'Most Promising Young Artist' was won by Tracey Colliston, the freelance designer behind the Elliot and Buttons range for Gibson Hanson Graphics. The award

highlights the role of artists on greetings cards, emphasising the industry as providing viable employment for the UK's creative talent.

Lynda Braddock, our Sales Director, presented the award for Slater Harrison. She is pictured, centre, with Alistair McGowan and the happy winner, Tracey Colliston.

On winning, Tracey commented, "To say I felt on top of the world would be an understatement. I am absolutely thrilled to be a Henries winner."



## Webmaster sales grow steadily

After a slow start since moving the business to Bollington, Webmaster has put a lot of effort into both customer service and sales and is now reaping the rewards. Service levels have improved and sales during the second half of 2004 grew steadily.

Paper and filmic materials are still Webmaster's speciality, but sales of self-adhesive boards are also growing. The range of self-adhesive boards includes products from 350 - 2000 microns, in sheets up to 1m x 2m in size.

In addition, Webmaster is producing a number of products for

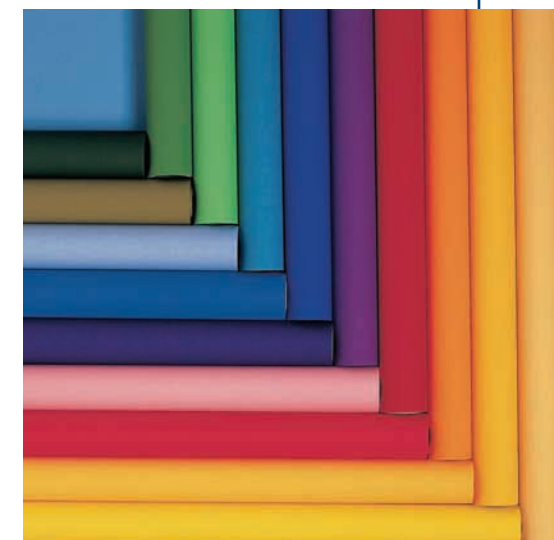
other Group companies, such as Caretaker's Friend and self-adhesive border rolls.



## Poster paper range update

Poster paper is the foundation on which our Educraft product range is built and its success is due to the constant updating of colours to match teacher's requirements. By keeping a core colour range, but adding new colours regularly, the range stays fresh and interesting.

For 2005, we are introducing two new colours, Peppermint and Peach, in all formats, including Extra Wide poster rolls. Silver Grey will be discontinued from April 1st, 2005.





# Centura Pearl in 30 embossed designs

The popularity of embossed Centura Pearl has led to yet more designs being introduced for the gift wrap and decorative packaging markets. Slater Harrison has access to over seventy embossing rollers, and has selected thirty of the most interesting designs to create samples.

The touchy-feely effect of embossed paper, especially when used in conjunction with the subtle sheen of Centura Pearl, is highly fashionable at the moment. Since the launch of Centura Pearl, Slater Harrison has stayed at the cutting edge of world developments in pearlescent coating technology, and now has a range of 30

colours, each of which can be coated onto paper, card, board or any filmic material. Centura Pearl is our most successful product, relevant to all our markets across the world. The new embossed designs will consolidate this position for the future.



# Diary Dates 2005

## Paper World

Frankfurt, Germany

26th - 30th January, 2005

Hall 4.2, Stand no. B50G  
(Aisle A)

## International Spring Fair

Birmingham NEC, UK

6th - 10th February, 2005

Hall 2, Stand number C14

## SACA

Bologna, Italy

17th - 20th February, 2005

Hall 29, Stand number A10

# Do you have everything you need?

We offer a wide range of swatches and samples for all our products, including Educraft, Colourmount, Optimat, Centura Pearl and Colourcard to help you choose the right product for your business. You can order the items you need on our website.



**Order your samples at [www.slater-harrison.co.uk](http://www.slater-harrison.co.uk)**

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