

# Our commitment to your future



**ECCO's new President and CEO explains how our new global structure will benefit your business**

Full story p.2 ➔

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# Our commitment to your future

Vision Alert's former MD is now President and CEO of ECCO Group. Here he outlines how changes to the business will benefit our customers.



A good deal has changed since the last edition of The Vision. The world has started a long slow recovery from recession and for me, I have taken over where Ed Zimmer left off as CEO of ECCO Group. It was a huge honour to be offered the post and daunting to take over from Ed. Nonetheless the past few months have been exciting as we steer the Group towards the future.

## New MD for Vision Alert

I am delighted to have found an excellent successor for Vision Alert. The new MD can hopefully be announced at Automechanika and will look to start a little later in the year. He comes with a wealth of automotive experience and has already spent valuable time getting to know the VA team.

## Better service for export customers

We have restructured our Group export sales so that our US facility in Boise now concentrates on the Americas, our Leeds facility looks after Europe, Africa and Middle East, and our Tasmania facility looks after Asia-Pacific. This will ensure a more consistent and targeted support structure for our customers on similar time-zones. In addition we closed the Preco European warehouse and Leeds now manages all the European Preco business. In the USA we are also moving the Nova business into Boise to consolidate the operations. This will enable us to service customers more effectively, whilst retaining the Nova brand and its customer interface.

## Brand development

As if that wasn't enough, we have designed new global packaging that identifies our main automotive brands like ECCO and Vision Alert, along with the Emergency brands of Hazard and Nova. We are also repositioning the powerful Delta Design brand as our industrial programme... an area where Delta has been very strong and is growing rapidly. The aim is to build on the individual brand strengths with a stronger association to the global Group's capabilities and a clearer identification of what each brand stands for.

## Rewarding your loyalty with PartnerPlus

Not wishing to take our foot off the accelerator, we are releasing the European **PartnerPlus** programme at Automechanika, created a new global family series of websites and are creating a totally new and industry first approach to marketing LED products in response to the ever-changing demands of the marketplace.

I'm sure we can maintain this momentum into 2011 and together with you our customers, build an irresistible force for years to come.

In the meantime, I'd like to invite you to come and visit ECCO Group at Automechanika (stand B99, Hall 3.0) this September to see the exciting changes we have already made to develop both our own and your business.





# Partner Plus to launch in September

Working **together** to create a **better business**.

Our unique customer support package will be launched in September at this year's Automechanika.

At ECCO Group, our customers come first. We understand that in today's business world, you want to work with business partners who are committed to looking after your needs. Vision Alert and Delta Design's new **PartnerPlus** programme is designed to make your day to day business with us as simple and rewarding as possible, so that you can concentrate on the things that matter.

**The more you spend on Vision Alert, Delta Design and Lucas products the more you will get back.**

The **PartnerPlus** initiative aims to reward your loyalty and support your business by creating a bespoke and innovative programme of value-added benefits such as scaled discounts, online solutions, rewards, point of sale display material, training programmes and dedicated account management to name but a few, all subject to your **PartnerPlus** status.

For the first time we will offer online ordering and account management (for customers that qualify for level 3 or above), enabling you to place orders and view your account 24/7 on the dedicated **PartnerPlus** website.

**Look out for your PartnerPlus package of benefits September 2010.**

You will receive information on your **PartnerPlus** level, based on your yearly turnover, details on your dedicated online customer area and a guide to all the exciting benefits the scheme has to offer you and your business.

**And it doesn't end there...** we hope to develop our business partnership further by keeping you in the loop, offering promotional pricing, industry information and special offers online, by monthly emailers and through your sales representative.

PartnerPlus



Visit our Automechanika stand for a tour of the new **PartnerPlus** area on the Vision Alert website

**Hall 3.0,  
Stand B99.**

PartnerPlus

# Join us at **automechanika** 2010

September 14th – 19th Frankfurt am Main, Germany.  
Find the ECCO Group stand in Hall 3.0, stand B99.



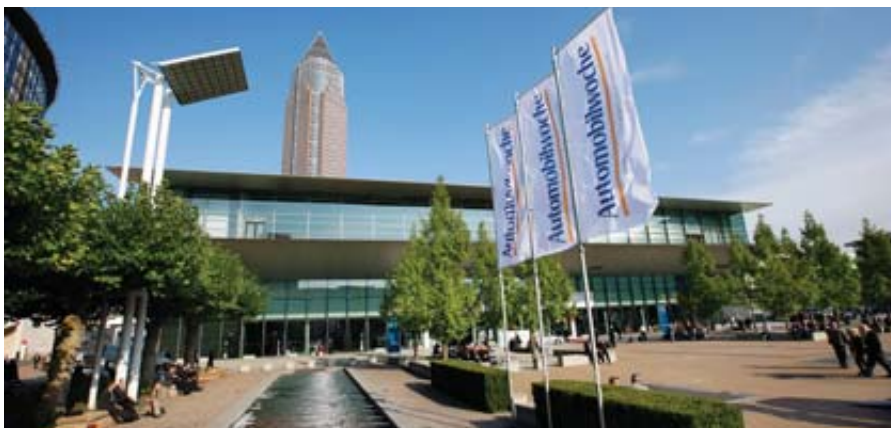
Automechanika in Frankfurt is the largest automotive aftermarket trade show in the world.

This year's show will be a big one for ECCO Group with participation from all six brands. Vision Alert and Hazard Systems will be showing off new LED Halo lightbars, LED beacons and CCTV systems; ECCO will be unveiling a brand new minibar; Preco Systems will display their range of reversing alarms and Nova Electronics will be attending the show for the first time with their range of emergency services hazard warning systems. We will be showing new products that complement our extensive range of vehicle warning and safety products and will include the latest innovations in LED technology.

The ECCO Group stand is designed with our customers in mind. Visit our 110 square metre stand area, which includes a comfortable hospitality suite and two meeting rooms – an oasis for our customers to discuss business opportunities, market trends or just have a chat and some refreshments! Take a tour of the new online [PartnerPlus](#) customer area. With online ordering and account information you will see the benefits of becoming one of our top distributors.

Feel free to stop and chat to us about how we can work with you to build better business opportunities in your area.

You will be guaranteed a warm welcome, so we look forward to seeing you in Frankfurt!



## **AUTOMECHANIKA STATS\***

Exhibitors: 4,471

Visitors: 161,269

Duration: 6 days

Exhibition Space (gross): 270,500 sqm

Satisfaction Rate: 96% of visitors are satisfied with their show experience

Owner/Manager Attendees: 42% of visitors are owners or senior enterprise managers

Show Importance: 68% of visitors say it's the most important show to attend

Product Interest: 48% of visitors are interested in "Parts & Systems", ECCO Group's sector.

\* Statistics taken from Automechanika 2008

# 2010

# Sign up for the latest news at [www.visionalert.com](http://www.visionalert.com)

Vision Alert's marketing and website development team has been working hard behind the scenes to improve the functionality and user experience of [www.visionalert.com](http://www.visionalert.com)



Sign up to our **NEW** email newsletter for the chance to win **£500\*** towards your purchase of any VA or Delta Design product!

Caters for latest screen technology

Clearer layout and design

Full product descriptions

All pages now feature breadcrumb trail to aid navigation and avoid using the 'back' button

## ➔ Home page

## ➔ Product type page

## ➔ Product series page



Brand new feature – 'Latest News' – pulls in last 3 news headlines

'Applications' more visible

Cleaner, bolder design with product information as well as clearer, photographic images

Every single product name and title optimised for search engine rankings

## ➔ Product results page

## ➔ Product details page

## ➔ Latest news page



Search filter 'Narrow Your Search' is greatly improved, making it much easier to find exactly what you need

Shows each individual product item

Lots more information in a smaller space as a result of tabs for Features, Specification and Documents

View high resolution images of our main products

Now has images to illustrate articles

Complete articles now on one page  
Downloadable pdfs

➔ **Coming soon** – NEW Delta Design and ECCO website. To make our customers' lives even easier our family website design will soon transform the Delta Design and ECCO websites. You will be able to search for all ECCO Group products across all brands at a click of a button.

\* or local currency equivalent. For full details contact your VA representative.

www.visionalert.com



**NEW**

## LED Stacker Tower

Delta Design is extending its comprehensive range of industrial products with the introduction of an LED stacker tower that has an infinite number of applications.

IP65 rated, the tower is designed to provide an indication of status for all kinds of machinery and equipment. Fully modular, the tower can have between one and five different coloured lamps each indicating a different type of status.

5 colours are available and they can all be easily connected to each other by built-in wiring looms with plugs and sockets. Powered by 110/230V AC or 24V DC there are 2 lens diameters to choose from - 50mm and 70mm. Base and top sections can be in black or white.



*Quick and simple modular construction.*



## Lightbar roof connector

You can now easily move lightbars from one vehicle to another in minutes thanks to Vision Alert's roof connector.

If a vehicle is off the road for a service or technical problem, you may have another vehicle that temporarily needs a lightbar to be fitted. The roof connector is the ideal solution. Connecting into the vehicle electrics, the roof mounted socket easily connects to the lightbar plug for quick and simple attachment and removal. This means that bars can be used on different



vehicles or you can service the bar without having the vehicle sit idle in the workshop.

The system complements our roof bar

mounting kits (page 114 of the Vision Alert catalogue) which further simplify the task of fixing and removing lightbars without the need for drilling mounting holes.



## VigiLED directional beacon awarded top IP rating

Delta Design's VigiLED beacon has been officially tested and rated at IP69K, the highest international protection rating available for this type of product.

The number 6 indicates that the product is completely dust proof and the number 9 indicates that highly pressurized water directed at the product at any angle will not have any effect on its performance.

In order to achieve this new rating the product was completely re-engineered and is now totally reliable.

VigiLED is ideal for use where there are potentially dangerous operating conditions such as refuse vehicles, road maintenance and utilities. Also watch out for new VigiLED worklamp and stop, tail, turn versions coming soon.



## ECE R65 rated LED Beacon

*(available late 2010)*

In addition to the traditional LED benefits of less power consumption and more reliability, the beacon also offers two flash options, a standard flash pattern and a rotating pattern.

IP65 and ECE R65 rated, the beacon can be used in confidence both in the UK and mainland Europe.

It's available in amber or blue and with 4 fixing options – 1 bolt, 3 bolt, Flexi Din and Magnetic, along with a traditional beacon profile and a new low profile lens.



# Boxing clever...

In order to offer our worldwide customers the greatest range and the greatest choice with a more effective and consistent brand message, you will see a gradual change to a new packaging approach.

The new designs will retain and strengthen the brands, draw upon the global ECCO Group strengths and allow the business units to fully exploit all the products available. You should begin to see the new packaging rolled out on beacons from Vision Alert starting with the new R65 LED beacon which will also be the first ever global Group part number.



Nova brand will also be included.

# What is ECE R65?

David Buck, Director of Engineering, explains

UN ECE R65 (R65) is a United Nations standard for vehicle warning lights which tightly controls several performance characteristics of a warning light to ensure that all products being put to this use meet a minimum standard.

R65 controls features of both rotating (known as type T) and directional (Type X) warning lamps, these being colour, frequency, intensity and light distribution. In order for a product to be certified to R65, all of these features must meet the minimum requirements set out in the standard.

Customers who specify an R65 compliant product will therefore know the minimum specification to which the product will perform, whoever is the manufacturer. This avoids comparison of products by general specification and allows users to concentrate on other product features such as mounting, aesthetics and cost.

One important aspect of R65 that is often overlooked is the ability of the manufacturer to produce a product of consistent quality and performance. Companies wishing to certify products to this standard have to prove, through a system known as Conformity of Production (COP) that they are able to manufacture products to this standard consistently. Thus a company would require a significant production test capability at the point of manufacture to satisfy this criteria.

Currently, the majority of Europe has adopted R65 with the notable exception of the United Kingdom. The UK requirements are detailed in the Road Vehicle Lighting Regulations, which do not have such a stringent requirement as R65. However, the new Chapter 8 Regulations issued in the UK, whilst still maintaining the minimum requirement as is, do show a desire for R65 to be adopted.

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**Vision Alert and ECCO Group invest in the latest test equipment, local to each manufacturing facility, to enable products which have been certified to R65 to be regularly tested to ensure compliance.**

**This is a major factor a customer should consider when ordering R65 certified products. Can a supplier of imported products be certain of compliance? Unknown or uncontrolled design changes may well invalidate the certification**

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Dealer Stamp



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