

Increasing Role For Distributors In Ace's Growth

Distributors have always played a key role for Ace in serving their many customers throughout the UK and Ireland. Their local knowledge and support is vital in maintaining Ace's commitment to high customer service and problem solving approach.

Working closely with the Ace sales and applications teams, Ace distributors can meet all of your motion control requirements.

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Sub-Zero Performance

If your application demands deceleration performance at extreme sub-zero temperatures, our new Magnum® 45M-LT (Low Temp) Series industrial shock absorbers will do the job.

Engineered to perform in the most harsh environments, the 45M-LT Series will continue to decelerate loads, prevent impact damage, reduce noise and improve product performance. The fluorosilicone accumulator and MIL5606 fluid help guarantee unmatched dependability in the coldest environments.

It is expected that the main sales opportunity for this product will be the defence market where many vehicles, rocket launches, drone launch mechanisms and naval equipment often are expected to work at extremes of temperature. In addition, other good applications are refrigeration handling plants particularly with frozen goods and food handling and the oil and gas market in more unusual locations like the Arctic.

Contact your Ace Area Manager to find out more or to discuss a particular application. We guarantee you won't get a cold reception!



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Increasing Role For Distributors In Ace's Growth

2011, however, sees a new more focused emphasis on the significant impact that distributors can make to grow Ace sales to customers that are ideally served by good, local distributors.

To introduce Ace's new distributor strategy a two-day meeting was held at the beginning of March, where all distributors attended the impressive Coombe Abbey Hotel in Coventry.

Ace UK's General Manager, Edward Abbott outlined his vision for the future role of distributors and Ace in the UK and Ireland, the key role that distributors play and finally, improvements and strategies on working together more closely.

The two days were not just a one-way street; distributor views, comments and involvement were a key part of the two-day process and all comments will be considered in plans going forward.

Forward 2000 (Oxon) Ltd

The recent appointment of Forward 2000 (Oxon) Ltd as our distributor to service customers in the M4 Corridor is one of the first signs of Ace's new approach to distributorship.

Based in Oxford their experienced, knowledgeable staff can offer solutions to many engineering problems.

Their product range includes pneumatic, electrical and mechanical industrial components all available through major distributorships selected to meet the demands of industry.

Further information and contact details about all of our distributors can be found on our website and in our new technical catalogue.



New 2011 Ace Catalogue



The new Ace 212-page technical catalogue is now available. It will provide comprehensive information on all of our motion control products.

Available from Ace, online or downloadable; this catalogue will provide design engineers with all of the specification, calculation and selection information they require to solve motion control problems from one easy to use source.

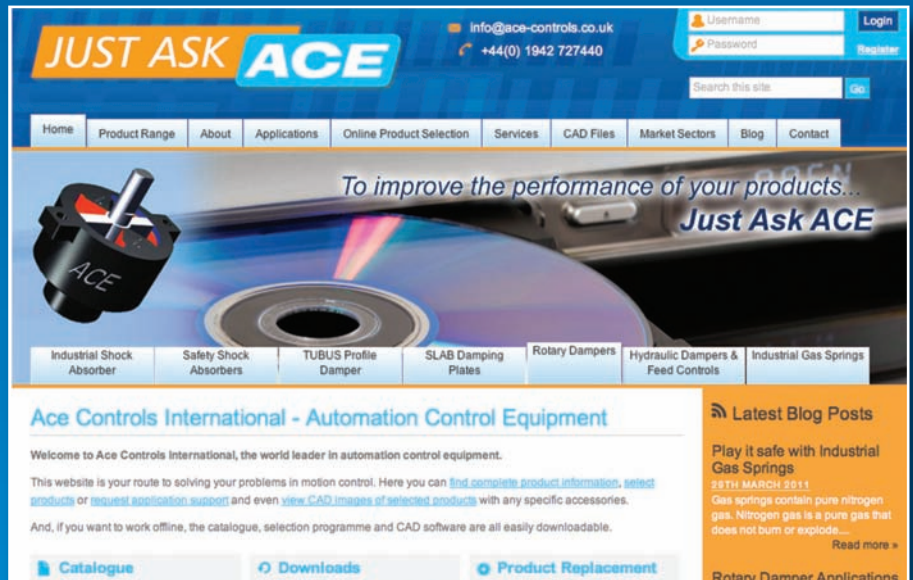
Ace On-line: Visitors to our website continue to grow every month.

More and more of our customers and potential customers are using our site to find information, aid product selection, answer their technical queries or guide them to getting a motion control solution from Ace.

Our new, updated website is packed with information, technical aids and useful downloads, all there to give you a quick and effective 24-hour response to your questions.

Explore our new site and just see what it can do for you.

Please remember however, at Ace, it is our people that often make all the difference and they are still there to assist you at the end of the phone, by email or face to face on your production line.



www.ace-controls.co.uk

New PMC Protection Series

These new Ace PMC Protection Series shock absorbers are designed for applications with particular fluid requirements.



Their special protective cap made of PTFE (Teflon) hermetically seals the entire damping system against outside influences. Aggressive cutting, cooling, or cleaning agents are thus not able to contaminate the shock absorber. A stainless steel button integrated in the cap absorbs the impact energy reliably and establishes long life for the shock absorber.

The new Protection Series offers the perfect alternative to the Ace air bleed collar of the SP Series, when the machine or equipment does not possess its own compressed air. The Protection Series is available for thread sizes M14 to M25 and is ideal for those applications in all those environments where common shock absorbers cannot be used because of aggressive fluids.

The Protection Series is of special interest for the food industry as they can be supplied with a V4A stainless (Material number 1.4404) steel outer body.

Ace has been working in the energy sector for many years, supplying products to the oil and gas, subsea, power generation, transmission and distribution and nuclear industries and more recently, developing applications in the growing renewable energy market.

Ace Targets Energy

Working in Energy



Nuclear

Case Study: Controlling Impact

Safety shock absorbers and TUBUS profile dampers are used on the cranes transporting waste and materials during decommissioning of a nuclear plant. In the event of a collision these products significantly reduce impact forces, which when transporting unstable elements could prove disastrous.

Shock absorbers and TUBUS dampers are also used to provide control over the final stages of the lowering/lifting

Power

Case Study: Safety & Efficiency In Mining

Ace shock absorbers are specified for use on a cage hoisting system used in a coal mine. The shock absorbers are integrated into the safety catch gear used to arrest a falling mass in the event of an overspeed situation. The internal matting surfaces of the shock absorbers were designed specifically to give the lowest reaction force on impact and provide constant deceleration of the free falling mass. To function in this dirty environment, the shock absorbers were steel coated and fitted with

In another mining application, multiple TUBUS dampers are arranged in series to create a suspension system for large haul trucks, replacing existing rigid systems which require regular charging and maintenance.

A decrease in downtime of the trucks improved the efficiency of the mine and increased production rates.

ACE: Working in Energy

Ace Controls International is a manufacturer of motion control equipment, actively solving applications around the world.

ACE Working in Energy | 07



The company started in the 1960's with a uniquely designed shock absorber. This was developed to serve the then, highly productive Detroit automotive industry. From this single shock absorber, a series comprising some 170 different models has followed and Ace has become an industry leader in the process.

In addition, to their shock absorbers the Ace product range has expanded to include safety shock absorbers, TUBUS profile dampers, SLAB damping plates, rotary dampers, hydraulic dampers, feed covers and occlusive gas springs.

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However, to help us grow our business in this thriving market sector, we have recently joined the Energy Industries Council (EIC), the leading trade association for UK companies that supply capital goods and services to the energy industries worldwide.

The EIC has a membership base of more than 550 UK companies across the energy supply chain. The EIC's mission is to support its members in marketing and selling their energy products and services in the UK and overseas. It provides business intelligence, networking opportunities including exhibitions and trade missions, training, consultancy and business support services that are designed to help companies capitalise on

international opportunities whilst reducing some of the associated risk, for example through the use of the EIC's international office infrastructure.

Edward Abbott, General Manager, Ace Controls International, said:

"We believe that the EIC's wealth of industry experience overseas and their comprehensive tracking of new business opportunities will be extremely valuable in helping us to increase our market share in what is an increasingly challenging marketplace."

Shock absorbers, hydraulic dampers, TUBUS and gas springs in particular are currently used from our extensive range

of products by companies in the energy sector. Typical applications include: shock absorbers on subsea soft landing equipment, hydraulic dampers to control the swinging motion of equipment suspended from winches and TUBUS dampers used in series to create a suspension system on large haul trucks.

To find out more about Ace and its work in energy or if you work in this sector and have an application, get in touch with us at info@ace-controls.co.uk or you can download our *Working in Energy* brochure from our website.

East and West Sales Teams Strengthened



Andrew Rayer and Paul Wiltshire are the two newest recruits to our internal sales support team.

The UK is divided into the four sales areas shown here. Each area has an Area Manager who is supported by an Applications Engineer and an Internal Sales Administrator – Andrew and Paul.

The selection of the right product, at the right size and with the correct performance parameters is critical to getting the best out of our motion control products.

In addition, the use of relevant accessories and correct installation play a key role in overall product performance.

This is where the Ace team, particularly our area managers and applications engineers, with many years of experience and thousands of applications to refer to, can assist you to select the ideal product.

Here you can see your supporting Ace team with all of their contact details.

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CA Carlisle	LL Llandudno
CH Chester	LS Leeds
CW Crewe	M Manchester
DD Dundee	ML Motherwell
DG Dunfries	NE Newcastle
DH Durham	OL Oldham
DL Darlington	PA Paisley
EH Edinburgh	PH Perth
FK Falkirk	PR Preston
FY Blackpool	SK Stockport
G Glasgow	SR Sunderland
HD Huddersfield	TD Galashiels
HG Harrogate	TS Cleveland
HX Halifax	WA Warrington
IV Inverness	WF Wakefield
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Certificate No. FS 557401



Just Ask Ace

A new range of Just Ask Ace leaflets is now available from Ace.

The first three in the series – Just Ask Ace About an unbeatable product range, Just Ask Ace About an unbeatable range of services and benefits and Just Ask Ace About their recommended accessories – are easy to read guides

about Ace, its products and services and how the right solution in motion control can bring performance benefits to your business, your production equipment and your products.

Ideal for you, your sales teams and your customers. To get your copies contact your Ace Area Manager or email Ace at info@ace-controls.co.uk