

THE SIGNAL

WESCOM
GROUP



Marta Maestrojuán and Maitane Arana (Wescom Spain) Right: David Griffiths and Emma Lee (Wescom Derby)

New era as Wescom Group

A new era has begun, as Wescom rebrands with a new corporate name and group website address.

From July, Wescom Signal and Rescue and PW Defence will be known as Wescom Group, with an associated strapline, **Survival Solutions You Can Trust**, which encapsulates our product sectors, product quality and trust reflected in products and relationships.

Our corporate website URL is now www.wescom-group.com, email addresses are changing to firstname.lastname@wescom-group.com and all signage, workwear and external documentation will be bear the Wescom Group name.

Wescom Group CEO, Ross Wilkinson, explains, "This change better reflects the company as it is today and enables the business to position itself as a larger and ambitious company with growth plans to expand the product portfolio,



The group signage in Australia

organically and through acquisition, and its market share in our core marine and defence sectors."

No group company trading names are changing and all legal documents will bear the trading entity name.

Wescom Group encompasses our family of brands – Wescom Defence,

Pains Wessex, Comet, Oroquieta and Aurora.

For consistent communication, there are three key messages to convey:

- A family of brands – To talk about the whole business capability and group of brands, not just the brand you are personally working on
- Organisation values – To share the business values and talk with authenticity about what they mean to the business and our competitive advantage. Examples including the customer trust that is held in the brand and the importance the organisation places on relationships with clients and distributors
- Heritage – Whilst the business looks forward it also has built a reputation on brands that are household names in the marine sector. The heritage of the business dating back to the 1600s should not be underestimated.



What's inside?

P8

MALAYSIA

Find out the reasons behind our defence contract wins.

P9

BY THE NUMBERS

What was the oldest flare handed in to our Flares Amnesty Days?



P11

MARINE INDUSTRY CUP
Fun and comradeship for
Wescom colleagues

Search and rescue bodies

urge boaters to carry flares



Search and rescue personnel around the world are urging boaters to carry flares in case of emergency. Here are two examples from Oceania and the UK.

Police in the autonomous region of Bougainville island, Papua New Guinea, called for boaters to include flares among their marine safety equipment after a girl was found adrift in an inflatable boat after 36 hours at sea.

Five-year-old Lilycae Kilvert set off in a dinghy from the capital Buka, with her grandmother and 11 other passengers one morning in July.

The boat failed to arrive at Nissan Island, where it was headed and it later found that Lilycae was missing. Sailing conditions in the area are dangerous, as the sea is up to 4 kilometres deep and there are swirling currents, the ABC news website reported.

Lilycae was found the next day on another island about 50km north of where it had been headed.

Bougainville's Police Commissioner Francis Tokura says this wasn't the first time a boat had gone missing. "It's about time people listen to the strong wind warnings, and they must also have safety gear on their boats, flares and vest as well, so when the boat sinks, at least they can float." Following a rescue of a motorboat that had lost

power near a busy shipping lane In the UK, the Coastguard rescue team and RNLI at Weston-super-Mare said it was important that boaters carried distress flares.

Without power and after losing his anchor, the skipper contacted the Coastguard via radio to request assistance.

The D class lifeboat, *Adrian Beaumont*, and the Atlantic 75 lifeboat, *Joan Bate*, were launched but could not find the vessel in its given location between Steep Holm and Flat Holm Islands. The search area was expanded and the vessel with two people on board was found and towed back to Knightstone Harbour.

RNLI advice whenever going afloat includes: Carry distress flares - these can help you be seen when being searched for.

Cai Budd, Deputy Launching Authority for RNLI Weston-super-Mare says, "This was a positive outcome for all involved with some lessons that can be shared for anyone venturing afloat. RNLI safety advice saves lives, and we encourage anyone venturing onto the water to follow the guidance given to help you stay safe."

The image shown above is credit of RNLI/Glyn Hayes.

Welcome to the new-look Wescom Group

As we are now seeing the end of the devastating Covid 19 Pandemic, it has been an interesting time to reflect on the first year of ownership by Sun Capital Partners. It is a good time to consider how this unprecedented global event has impacted our way of life and has changed the course of business for many years to come.



Ross Wilkinson
Chief Executive

This pandemic has also challenged us all in many ways both personally and professionally, I for one have also had to adapt to a new way of working and managing the business under these challenging conditions. I have been very impressed how the Wescom team continues to embrace and adapt to these challenges and how you have managed to maintain the safety of your colleagues and continuity of our business. This by far has been our greatest achievement and for this I thank you.

Looking back at the activities over the past year we have collectively achieved a substantial amount, the most notable has been the acquisition of PW Defence on January 29th. This has been a significant step forwards and a great addition to the Wescom business. The Derby team has been extremely supportive during the integration and has positively transformed the business over these last five months.

From a business perspective, the first half of the year has been very encouraging, we have seen a positive recovery from CV19 in our core markets and were very close to achieving our half year financial goals. Our order book continues to build and it is in a strong position for the year ahead, so it is essential we maintain this positive momentum and teamwork over the coming months as we have a real chance to reach our goals for 2021.

I wish you all the very best in your upcoming vacations, please rest and recharge.

Jonathan Hirsh comes home to Wescom Group

Jonathan Hirsh, Wescom Group's new Marine Sales Director, feels he is "coming home".

He started his career at BT Research developing software for the Whitbread Round The World Race and later held senior roles in sales and commercial development for Inmarsat, which specialises in providing satellite safety communications for those at sea.

Jonathan has been a keen leisure sailor since childhood. He has taken part in the BT Global Challenge round-the-world yacht race, currently sails a 1950s design Solo dinghy and has just finished his tenure as Commodore of Maidenhead Sailing Club. So, working for Wescom Group the world's leading marine distress signal company, which manufactures Pains Wessex, Comet, Aurora and Oroquieta brands, feels like the perfect fit.

"I feel fantastic, going from having been linked with one organisation that saves lives at sea through telecommunications and satellite services to working for Wescom, which saves lives with its marine distress signals. I love that connection. I am a sailor. I took part in the BT Global Challenge in 96/97, I have been in the middle of the Southern Ocean with a grab bag full of Pains Wessex flares and smokes and with life rafts on board and was very grateful to know they were there if needed."

Jonathan is excited to begin work as Marine Sales Director. "Wescom feels like a natural home for me. I understand the product. I understand how it is used. I understand how the maritime world works. I am focused on helping the brand go from strength to strength. The key elements of Wescom is that the brand is powerful, the products are superb, the team is very clued-up, very well respected, with a deep knowledge of the product, the customer and the market, and is incredibly proud of Wescom. We have one aim, to provide top-quality services and support to our customers."

Jonathan hopes to attend the METSTRADE show in Amsterdam in November so he can meet some distributors face-to-face. Early in his career, Jonathan, from Bourne End, Buckinghamshire, joined BT's aeronautical and maritime division, which was sold to Canadian company, Stratos, where he was Sales Account Manager for maritime distributors in the UK and Europe. He became Head of Sales at SELEX,



Jonathan is an active sailor

running a team selling marine electronics and satellite services in the UK and internationally. Jonathan then returned to Stratos as International Account Manager. After it was acquired by Inmarsat, he became Senior Sales Director and Senior Director of Commercial Development.

Jonathan then worked as Sales and Marketing Director for security company Ultra Electronics in the naval sector and Sales and Business Development Director for ophthalmic instruments company, Keeler. "There might not seem to be a great similarity between that and Wescom, but both are UK manufacturers who sell globally through distributors and are leaders in their sectors with highly respected brands." Full details of Jonathan's appointment can be found [here](#).

Look out for our interview with Jonathan in the next issue of *The Signal*

Round up of key staff changes

Kuldip Dosanjh
Wescom Derby, Head of Finance – Commercial

Kuldip Dosanjh will be responsible for operational financial analysis and support across the business, and will be the Finance Business Partner to Sales and Operations, providing detailed customer and product profitability information to help improve profitability in the business. Kuldip will report to Leanne Millar, Group CFO.

Chris Feibusch
Wescom Group Marketing Director

Chris has responsibility for all marketing, public relations and internal and external communications for the expanding Wescom Group. This includes the marine and defence divisions

Anne Toone
UK HR Manager

Anne provides a comprehensive, continuing improving, effective generalist Human Resources service to all levels of staff within the UK. She contributes to the achievement of the organisation's strategic and functional objectives and also maintains and develops HR policies and procedures, ensuring compliance with UK Employment Law.

Jonathan Hirsh
Marine Sales Director

As detailed left, Jonathan joined Wescom in June as the new Group Marine Sales Director. Having held senior roles in sales and commercial development for Inmarsat, which specialises in providing satellite safety communications for those at sea, working for Wescom Group, is the perfect fit. He will initially be focusing on developing our commercial strategy to develop the marine side of the business.

Marking Reserves Day with Josh Carlisle



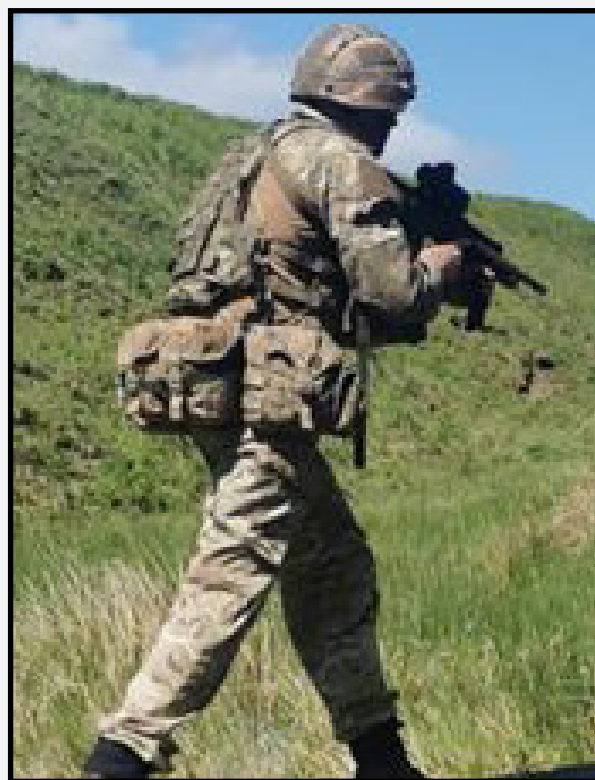
Josh and the Red Devils discuss using Parasmoke in displays

WESCOM DEFENCE SALES MANAGER & CORPORAL IN 299 PARA SQN, ROYAL ENGINEERS ARMY RESERVE

Reservists give up their spare time to serve in the Reserve Forces and balance civilian life with a military career. This means that should their country require it, they are ready to serve as part of the military.

Reserve Forces make up around one sixth of UK Armed Forces personnel and are integral to protecting the nation at home and overseas. On Reserves Day, (Wed 23 June) Wescom Defence thanked Reservists for their dedication, professionalism, and commitment and shared the experience of Josh Carlisle.

"I originally joined the Territorial Army in 46 Signal Sqn, Royal Signals in Derby in 2008. Its name has since changed to The Army Reserve. My rank is Corporal, and I am a section commander. A section generally consists of eight people and I am responsible during training for their safety and making decisions on how best to utilise the section to achieve any tasks from Troop Headquarters. During my time in the Army Reserve, I have travelled abroad, learnt to ski, and made amazing friends across the country. I have applied for Army Reserve funding to study at university and am hoping to complete my Basic Parachuting Course this summer. I particularly like the 'can do' atmosphere of the team, the ethos to attempt difficult challenges and the willingness to take yourself and others out of the comfort zone.



Josh training In uniform

"I strongly believe my military training has benefitted my life and helped me in my civilian career, enhancing my confidence and developing my leadership skills. In my civilian work I use Wescom Defence products during training and can feedback user experience and context to help develop our products and services. I recommend the Reserves to anyone who wants to develop their fitness, confidence, teamworking, leadership and discipline."



Wescom Defence smoke used in Red Devils skydiving and Toyota demo

The Red Devils Army Parachute team features Wescom Defence Parasmoke in its spectacular skydiving displays around the world and in a new Toyota video

The team used Wescom Defence Parasmoke in the May Hyundai Air & Sea Show at Miami Beach, USA. Team Demonstrations featured the Chain of Smoke freefall descent, in which a team member displays a line of coloured smoke.

David Griffiths Wescom Defence's Vice-President – Defence Sales, says, "We are delighted to support the Red Devils by providing Wescom Defence Parasmoke. The military relies on pyrotechnic products provided by Wescom Defence for obscuring, day and night-time position marking, to indicate wind direction, for communications and signalling and in search and

rescue operations, thanks to our unrivalled reputation for technical innovation, expertise and reliability."

Wescom Defence smoke was also used by Toyota's 'Road Arrows' precision driving demonstration. Wescom Defence's military grade coloured smoke emerged from the squadron of nine GR Supras to emulate the Red Arrows' famous aerial displays. See a video of the impressive display [here](#).

The Red Devils also provided one of its own in her 'greens' to feature in the new Wescom Defence video, which was supported by serving army personnel provided by the UK Defence and Security Export team. It offers specialist military services and advice to UK defence and security companies to help them succeed in the export market, including assisting participating in photographic and video shoots.

Malaysia military contract wins



In Malaysia, we have had good success over the last six months and have secured key programs worth around 1.3 million euros. This includes Royal Malaysian Air Force pyrotechnics programs and Royal Malaysian Police 26.5 mm cartridges, writes Sales Director (RoW) – Defence Sales, Amit Singh.

The opportunity pipeline for Malaysia remains strong and we are in discussions with Royal Malaysian Navy and Malaysia Maritime Enforcement Agent for contracts involving Thunderflash and Sea Markers worth over 1 million euros in total.

More talks are underway with the Malaysian Defence Forces and the Malaysian Army on Obstacle/Minefield Clearing, Multi-Effect Rockets and our wider Training and Simulation portfolio.

“The success can be attributed to a proactive approach which involved identification of the key stakeholders across key customers and effective direct customer engagement, with support from our new in country representative. A real team effort, delivering positive results and establishing Wescom as the Military Pyrotechnic supplier of choice in Malaysia”



BY THE NUMBERS Flare Amnesty Days

Total expired flares collected

2,430

At our three Hampshire Flare Amnesty Days at Swanwick Marina, Lymington and Gosport we collected 1,119 Handflares, 725 Para Reds, 401 Handsmokes and 185 Lifesmokes.

Total raised for marine charities

£1810

Our Flare Amnesty days raised much-needed funds for four deserving marine charities - The Ellen MacArthur Trust, Jubilee Sailing Trust, Wetwheels Foundation and Sail2Help.

Oldest flare taken back

1964

The oldest flare handed in at our Amnesty Days, held in conjunction with YouBoat Chandlery, distributor Lalizas UK and Nick Cox Yacht Chandler, was 57 years old.



From left: Alan Ballinger, Damien Famularo, Lidija Bulic

DISCOVER ALL ABOUT: The Australia warehouse team

What is best thing about working in the Australia office?

We all agree our commitment to getting the task done, environment and day to day communication make this an enjoyable and efficient workplace. With the Covid impact we have had to adapt to working from home techniques. We have all found this more challenging from a communication point of view as it's easier to talk face to face than regular phone calls however we have managed to ensure our efficiency and workplace culture has been maintained.

Describe the team's attributes

The key point for our team is collaboration with open and honest communication. We ensure we all know our roles and are all mutually accountable to get-

ting the task at hand completed. We are committed to maintaining a great working culture. It is not uncommon to see management assisting the warehouse staff to ensure the customer's requirement is fulfilled on time.

What has been your biggest success? How do you celebrate success?

Our biggest success is maintaining and growing our business during a time of uncertainty. Operational success is how we have designed and implemented systems to manage our stock, DG levels and deliveries on a day-to-day basis. “We can only build on success.” As we celebrate accomplishments, it creates a deeper hunger to build an even stronger base and pull ourselves to greater success and achievement.

What is your most essential piece of office kit?

It's our new pallet wrapping machine, This has improved our efficiency and workplace health and safety tremendously. No longer are we spending long hours manually wrapping pallets. Working from home is one of the most important functions available to the office staff. There has been zero reduction in productivity and for those roles that can work from home, have found it to be fulfilling and rewarding.

How do you all like to relax after a busy day?

This had many responses from getting home and changing into pyjamas, reading, gaming, watching TV and exercising. We often have a laugh during the day and at busy times which helps us be less stressed.

CSR can benefit Wescom Group and society

Wescom Group is proposing to establish a Corporate Social Responsibility (CSR) policy that will benefit both society and our business.

CSR covers strategies to responsibly manage the social, environmental and economic effects of our operations.

The proposal is for Wescom at Derby to take the lead on a policy that focuses on the environment, community, workplace and the marketplace that can be rolled out across the group.

Sales Manager Frances Hunt, who has championed the idea, explains, "Wescom could use what we already do and make small changes to promote our environmental sustainability activities within our CSR policy as a company USP."

Finance Director, Andrew Walker, outlines one eco-friendly initiative already underway. "As an example, our Derby site has a cycle to work scheme that was launched in November 2020 offering all employees tax efficient access to bikes, accessories and clothing as well as encouraging them to keep active and protect the environment. There was a positive response to this launch with several employees already having made the most of the scheme."

Some new ideas include:

1. Ensure all marketing materials and giveaways are recyclable and promote the image of an environmentally friendly company
2. Virtual PDI capability – lowering carbon footprint
3. Bat boxes, bird boxes and seeding around the site
4. Register for sustainability awards as an SME e.g. Global Good Awards
5. Dedicated team to focus on advancing sustainability initiatives
6. Sustainable alternative to single-use plastics within our business
7. Cycle to work scheme
8. Car sharing initiative
9. Employee engagement initiatives
10. Charity events
11. Blood drive



Photo: Rick Tomlinson / www.rick-tomlinson.com

Marine Industry Cup action

On Thursday 24 June, Wescom experienced sailors Jonathan Hirsh and Chris Feibusch along with first-time sailor Ally Ogg, teamed up with Jack Sharland another experienced sailor and Sales Manager at Lalizas UK (Pains Wessex leisure distributor) to form Team Pains Wessex to take part in the Marine Industry Cup at Hayling Island Sailing Club.

They competed against 10 other teams from the marine industry in a fun-filled day of 15 races on a fleet of RS21 keelboats. The day started with light winds, which built as the day went on and led to some very close and exciting races.

Inland and Coastal Marina Systems claimed first place at the event which was raising funds for Friends of PICU, a charity which supports children and their families on the Paediatric Intensive Care Unit in Southampton Children's Hospital. A cheque for 1200 pounds was presented, at the event, to the unit's lead consultant Iain Macintosh.

Despite not finishing as high up the results as our competitive side would have liked, Team Pains Wessex had a great day out and enjoyed some fantastic racing throughout the day and, after such a long time, getting to meet and spend some time face to face with our colleagues and others in the marine industry.





Get to know...

MARVIN BRETSCHNEIDER

WESCOM GERMANY
SUPERVISOR

TIME WITH COMPANY: I joined in August 2019, so about two years

WHAT ATTRACTED YOU TO WESCOM?: Its employee friendliness. In my former job as a director of operations in the meat industry, I spent 11 or more hours per day at work, so I didn't have much time for being with my family (wife and 2 boys). And even if I was home, I had a headache, was tired and in a bad mood, caused by the stress. During interviews at Wescom with my superiors, Mr Dubbels and Mr Michaelis, there was a congenial link. This friendliness draws through all sections of Wescom. When I'm coming home these days, I have time, energy and motivation to spend time with my family. And the number of working hours are very family-friendly, too.

WHAT DOES YOUR JOB INVOLVE?: In my role as supervisor, I'm the link between planning, controlling and innovation on one side and the main production on the other. That means the responsibility lies with me that the orders of our customers will be completed in the right way in compliance with the requirements at the right time.

AMBITION: To do my job 110%, never stop smiling and never lose my good mood. To reach my aims I have to fulfil my contribution that the Wescom Group will grow and be successful international and national markets.

BEST THING ABOUT WESCOM: The friendly interaction between all sections. The focus on solving daily challenges is also important. Instead of pointing fingers on someone, there is always the aspiration to work as a team on the best possible solution for challenges.

HOBBIES: Outside of work, I spend a lot of time with my family. I love to read, cook, visit my gym 3-4 times per week and to meet friends, too.