

West Alloy

TriMark® Europe

Edition 6 - July 2011

In This Issue

[Click Here for Printable Version](#)
[Click Here to View as Web Page](#)

Quick Content Links

- [Managing Director's Letter](#)
- [A 40 Year Snapshot](#)
- [TriMark's History In Logos](#)

Quick Access To TriMark Industry Solutions

Off-Highway
Vehicle

Recreational
Vehicle

Specialty
Vehicle

On-Highway
Vehicle

Armored
Vehicle

Industrial
Enclosures

Would You Like to Have Your Company Featured in a Future TriMark Newsletter?

If the answer is "yes", then we should talk! In future issues, we would like to feature some of our customers (one per issue) and talk about how they use TriMark products. If you would like your company to be considered, please contact TriMark by clicking here.

TriMark History in Logos

As TriMark has grown and changed, the logo that represents the TriMark brand has evolved with the times.

Looking Ahead While Looking Back

As TriMark Corporation celebrates its forty year anniversary it is interesting to reflect on the balance of maturity and the energy of youth. As an individual, if I started work forty years ago and did the same job for this long, I would get pretty bored and stale. Looking at TriMark as a business, things are very different. Obviously, the scope of TriMark is much changed since 1971, growing from a handful of employees on a single site to many more employees at multiple locations in USA, UK and China. Not only has the size changed the products and services offered today are much different. The increased emphasis on security is offering huge new opportunities in electronics that could not have been imagined when TriMark started off. We have also developed a balance of experience and deep product knowledge, along with new entrants, that bring fresh energy and different ideas that give us the opportunity to make changes and keep a sense of urgency and energy in the business.



You will also see in this newsletter that we welcome Tim Saxby as our new Sales Manager. Many of you will get to know Tim over the coming months and he, along with Pete McGuckian, give us a strong sales team in Europe.

While you and I will probably not be around for TriMark's 80th Anniversary, won't our successors have fun laughing at our "ancient" technology? Thank you for your continued support of TriMark – nothing happens without our dedicated employees, dependable suppliers and great customers! As always, I hope you enjoy this newsletter, please let me know if you have any suggestions for content of future editions.

Keith Dolbear

Managing Director
TriMark Europe Ltd

TriMark Celebrates 40 Years of Door and Access Hardware Innovation

TriMark, a global designer and manufacturer of quality hardware products for the recreational vehicle, agricultural, truck, construction, and industrial enclosure markets is celebrating its 40th anniversary this year.

In 1971, TriMark Corporation was founded in New Hampton, Iowa with humble beginnings as a tool and die shop. The original owner had a vision to automate the die cast and assembly process supporting the window hardware market. Since then we have grown on the basis of the Midwestern work ethic, engineering excellence, product quality and a drive to serve customer's needs with products that fit THEIR requirements, especially when that meant innovation, problem solving and a customized solution.



In 1975, TriMark developed a heavy duty rotary latch for Winnebago Industries motor homes and Caterpillar construction equipment. This product line was the foundation for the popular 050-0100 Two Rotor Latch that is still sold today and was the beginnings of the current vehicular door hardware product line. TriMark has been recognized as a real



product innovator with multiple patents as well as many unique and exclusive features. We like to say that TriMark rotary latches are "Often Copied but Never Equaled."

Today TriMark offers the widest range of rotary latches and leads the industry in reliability and durability. Products range from basic stand-alone designs to integrated linkages for both FMVSS 206 (Federal Motor Vehicle Safety Standard for Door Locks and Door Retention Components) and non-206 applications. Offering a broad selection of rotary latch sizes, versions, features and options to meet virtually any application, all TriMark rotary latches feature the highest levels of quality, security and strength.

Standard Hardware from... Tri/Mark



In 1989 TriMark employees added the pride of ownership to their motivation by purchasing the company and becoming 100% employee owned. Over the years, we've grown from ten employees to more than 300.

Our New Hampton facility is the corporate headquarters and is sited on twelve acres providing 132,000 square feet of administrative, engineering, manufacturing, service, and support activities.



In 1997, TriMark Europe was incorporated as a sales, engineering, distribution and logistics facility supporting the European construction equipment market. TriMark Europe is located at Bardon Hill, Coalville, United Kingdom. In 2007, TriMark Europe Ltd, a subsidiary of TriMark Corporation, has acquired West Alloy Ltd. Located in the UK. West Alloy is a market leader in the design and manufacture of locks, hinges, window stays and associated fittings for the world's best-known industrial and leisure vehicles.



Recent News

TriMark Europe announces new European Sales Manager

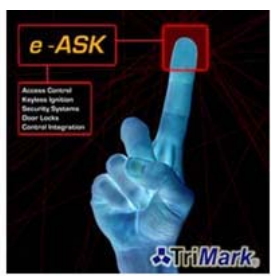


TriMark Europe Ltd is pleased to announce that Tim Saxby has joined the company in the role of Sales Manager, responsible for the European market.

Tim joins us from Faiveley Transport, a major supplier to the rail vehicle market, where he was responsible for Overhauls, Repairs and Spare Parts for major UK and Irish accounts. Previously he ran the Rail Division of Federal-Mogul Friction Products and has also been the Ford Group OE Sales Manager. He brings with him over 25 years' experience of sales into the automotive, rail and industrial markets throughout Europe, the US and developing markets in both Original Equipment and Aftermarket areas, managing direct sales teams and a range of agents and distributors.

Keith Dolbear, Managing Director, added "I am delighted that Tim has joined us and I know that he will be a great asset as we grow the business following the deep recession of 2008 and 2009 in many of our markets. It is an exciting time for us as we start afresh with a new 5 year strategic

Division was launched and is located in a 9,600 square foot facility in New Hampton, Iowa. Providing the original hardware products and keys to RV dealers, locksmiths, specialty vehicle users and end users, we support "just-in-time", repair part packaging and stocking programs. Technical staff can assist in the proper selection and application of our products and help with the identification of repair or service parts.



In 2003 TriMark launched e-ASK electronic Access and Security Keyless-entry product line consisting of RF transmitter FOBs, keypads, I/O modules, power lock actuators and a wide variety of accessories for electronic products. Our keyless access control systems pave the way for innovative technologies that make non-automotive vehicles more convenient and secure.

One of TriMark's strategic strengths is the ability to provide complete door systems. Our broad product line includes handles, latches, strikers, rods and accessories, key cylinders, actuators, ignition switches, key pads and FOBs, CAN I/O modules, and door kits. And because today's applications are increasingly integrating mechanical systems with electronics and computer controls, TriMark has dedicated itself to being the undisputed leader in mechatronic integration of access systems for personnel doors, access panels, engine compartments and hoods, interior compartments, windows, and vehicle controls.

Following the global shift of construction equipment manufacturing, in 2007 TriMark obtained its license to manufacture and sell in China under the name TriMark (Xuzhou) Automotive Components Co. Ltd. in Xuzhou, China. Caterpillar and John Deere are two well known global customers that are served from TriMark China as well as a host of domestic customers in the China construction market.



In 2008, TriMark established the Armored Vehicle Business Unit that is dedicated to serving the needs of key armored vehicle OEM's as well as the commercial security market. Offering security,



plan.”

Keith added “One of Tim’s first tasks will be to re-launch our distributor support process across Europe and beyond. This is an area where we have great opportunities to support a wider range of customers. Tim will also be part of the TriMark global team that ensures smooth and efficient management of key accounts across Europe, North and South America and Asia.”



[APTA Expo 2011 \(Transportation Show\)](#)
October 3-5, 2011
New Orleans, LA.



[AUSA Annual Meeting and Exposition \(Armored Vehicle\)](#)
Oct. 10-12, 2011
Washington Convention Center,
Washington, DC



[BICES 2011](#)
Oct. 18-21, 2011
Beijing Jiu Hua International Exhibition
Center
Beijing, China



[AGRITECHNICA](#)
November 15-19, 2011
Hanover Exhibition Grounds
Hanover, Germany



reliability and modularity, the TriGuard line of TriMark’s heavy duty latches, linkages, handles and door modules are specifically developed for heavy duty armored vehicle applications. These robust door product/systems simplify vehicle and field attachment with reduced attachment points and door assembly.



Product quality is the primary driver of TriMark product engineering and its manufacturing processes. The emphasis on high quality persists throughout a worldwide supply base as suppliers are selected, not based on price, but the ability to deliver what TriMark is expected to provide; safety, quality, reliability, value and pride of ownership. Product validation is handled in TriMark’s world class testing laboratory, which is able to accelerate harsh operating environments. Salt spray, dust chamber, lifecycle, and strength testing are performed to validate and further compress the time needed to launch the entire door system.

Customers soon discover TriMark works even harder after the order is placed to insure that the logistics of supply remain consistent and communication open. Customer service representatives are available to immediately answer questions for clients that experience fluctuations in their manufacturing.

We are the industry leader in the design, manufacture, and supply of door latch systems. Our years of experience provide us with a special knowledge that goes far beyond the simple function of opening and closing a door. Applications experience encompasses access systems for personnel doors, access panels, engine compartments and hoods, interior compartments, windows, and cab and vehicle controls.

TriMark’s customers are found in a diverse set of both on-road and off-road applications such as industrial enclosures, power sports, mass transit, armored vehicle materials handling, utility truck, fire and rescue, heavy truck, special purpose vehicles, RV, bus, and motorcoach, agricultural equipment, and construction equipment. Not surprisingly, many of the markets are global in nature. And for that reason, TriMark has not ignored the need to integrate itself into the global marketplace.

Building on 40 Years of Innovation

Together with key factors that characterize the company’s history: innovation, application engineering, product performance, mechatronics, motivated employees and excellence of sourcing and manufacturing coupled with a market focus and future global trends will enable TriMark Corporation to face the future with renewed confidence and expectation of success.

To share this article with a friend or colleague, please use the *Send to a Friend* link at the end of this newsletter.



Visit to TriMark Europe Ltd by Andrew Bridgen MP



Keith Dolbear, Managing Director of TriMark Europe Ltd, was delighted to welcome Andrew Bridgen MP, Member of Parliament for Leicestershire North West, to its Bardonia Hill facility on 1 July 2011.

As well as running TriMark in Europe, Keith is also on the Management Council of the Construction Equipment Association (CEA) which is the UK trade association in this sector (<http://www.coneq.org.uk>). “We at the CEA are working to increase the awareness of politicians in the UK about the importance to the economy of off highway vehicle manufacture. This is part of a strategy reflected

[2011 National RV Trade Show](#)

Nov. 29 - Dec 1, 2011
Kentucky Expo Center
Louisville, Kentucky

EDITOR'S NOTE: If you would like to send a copy of this e-newsletter to a friend, colleague or associate, the *Send to a Friend* link at the bottom of this newsletter is a convenient method for providing them with their own personal copy.



**Newsletter
Suggestions**

across Europe by CECE (<http://www.cece-eu.org>), which is the body that coordinated activities of construction equipment across Europe".

After touring the TriMark facility and meeting with employees, Mr. Bridgen was eager to learn more about TriMark and how we fit into the supply chain of off-highway vehicles. He was interested in the growth opportunities for TriMark and other nearby manufacturers such as Caterpillar and JCB, which then led into a discussion of the industry in general.

Some key facts:

- The construction equipment industry is worth more than £8.5 billion to the UK economy.
- Around 75% of equipment is manufactured for export.
- The UK is the world's second largest net exporter of construction equipment.
- The industry employs over 50,000 people in UK.
- The UK is the fourth largest manufacturer of construction equipment in the world.
- The UK produces more earthmoving equipment than any other European country.
- Part of the UK's £114 billion construction industry.

There was a discussions on subjects such as the parallels of Mr. Bridgen's background in the food processing industry and what Government can do to support growth in the manufacturing.

Keith Dolbear concluded by thanking Andrew for his interest in both TriMark and the rest of the construction equipment industry and looked forward to working together with him to promote this sector.

TriMark Europe

Cedar Court
Walker Road
Bardon Hill
LE67 1TU
Coalville
United Kingdom

Tele: +44 (0)1530 512460
Fax: +44 (0)1530 512461
Email: sales@trimarkeu.com
URL: www.trimarkeu.com

TriMark Corporation

500 Bailey Avenue
PO Box 350
New Hampton, IA 50659 USA

Tollfree: 1-800-447-0343
Phone: 1-641-394-3188
Fax: 1-641-394-2392

Email: tips@trimarkcorp.com

Visit us on the web at www.trimarkcorp.com

This e-newsletter is a service of TriMark Corp. and is produced by [The Bearings Group](#)