

West Alloy

TriMark[®]

EUROPE

Quick Access To TriMark Industry Solutions

Off-Highway
Vehicle

Caravan/RV

Specialty
Vehicle

Armoured
Vehicle

Industrial
Enclosures

Websites

Looking for information about TriMark and West Alloy products on the Internet?

The following are links to the various Websites:

TriMark Europe
www.trimarkeu.com

West Alloy
www.westalloy.com

These sites can be accessed directly plus are linked on the TriMark Corporation website under "Other TriMark Sites" on far right tab at www.trimarkcorp.com.

We also want to inform you of changes that you will begin to see in 2010. Plans are in place to migrate the West Alloy products to the TriMark Corporation site. More information will be available in future communications, but this will allow for increased functionality, better search capability and cross-linking of product systems.

Featured Product

West Alloy introduces 5930 Caraloc Paddle Handle

Welcome to TriMark's Premiere E-Newsletter

It is my pleasure to welcome you to the first e-newsletter that TriMark has produced for Europe and I thank you for reading this far!

TriMark has come along way over the past few years in Europe most notably the acquisition of West Alloy in September 2007. Although that was only just over two years ago it seems a lifetime! I hope that our West Alloy customers, in particular, will find out more about what TriMark is doing in other market and product areas.

We have had some highs, like moving to a brand new facility in 2009. We have had some lows. We found that it is not just government bodies that find computer systems implementations do not always go as smoothly as planned! The dominating change, however, is the "credit crunch" which you do not need me to tell you, turned into a very deep recession in our main markets.

We saw the UK caravan market hit very hard early during 2008 but it has recovered well in the second half of 2009. We saw our construction equipment market collapse late in 2008 and only now is just starting to come back a little. Our most steady market has been for agricultural equipment and perhaps this reflects a view that whatever happens we need food! Another market that has remained strong is utility and armoured vehicles, which includes ambulances, fire engines and military vehicles. I guess we still need these come what may!

I hope that you will find, at least some of, this newsletter of interest and that you will get a flavour of products that we offer in other markets. As we all know, initiatives in the automotive industry often start as expensive options and move to become standard fitment on all cars. Similarly, these spread from automotive into the other market sectors and so perhaps you might just get an idea in a parallel market that can make a difference in your applications I also hope that some of our West Alloy customers will learn more about TriMark and vice versa.

We are starting our planning for Bauma, the world's biggest construction equipment exhibition, which will be held in Munich during the third week in April, 2010 – we will provide more detailed information on our plans in Issue Number 2 of this newsletter.

Thank you for reading and please feel free to give us feedback on what types of information you might like to see covered in future issues.

Keith Dolbear
Managing Director
TriMark Europe Ltd
West Alloy Ltd

Why an E-Newsletter?



The world is a fast moving place, and today people want information faster and in a readily usable format. That's why we're proud to send you this first issue. In each issue, our e-newsletter will include articles on new products, tradeshow updates, business developments in the U.K., Europe, China and the U.S., along with topics of interest to those in the various business sectors we serve.



Designed to accommodate the TriMark KeyOne Plus lock cylinder system, and offering a higher level of security with an increased number of key codes, it utilises complimentary materials in its construction.

The body is moulded in robust glass filled nylon material; UV stabilised, and is colour matched grey to other hardware and coach stripes on the vehicle. The operating handle is made from die cast zinc alloy and painted silver to please the eye as well as offering a substantial and quality feel. The prime market is exterior doors of caravans.

The 5930 Paddle Handle offers improved water resistance with a weather seal under the head of the lock cylinder and additional sealing behind the operating handle. The lock cylinder construction utilises a hinged key entry cover which is proved to have better closing abilities than sliding covers. A neoprene gasket is concealed behind the body of the handle, providing additional weatherproofing.

Two versions of the locking system are available; with Lunar Caravans taking the standard and popular WD lock cylinder option and Coachman Caravans taking the high security snake cut key with fold away key fob. Interior latches and release are common with several proven and popular West Alloy assemblies offering standardisation of components.

The 5930 Paddle Handle is the first of a new generation of locks to be brought to the market by West Alloy. The first production parts have been supplied to door manufacturer Ellbee and fitted to 2009 build caravans. Complimentary locks for complete one key one vehicle locking will become available from 2010 onwards.

For additional information on this new product as well as other West Alloy products, please send an email to sales@trimarkeu.com, or inquire online via our [Sales Inquiry Page](#).

New Locking Hood Directive

Under the harmonised 2006/42 European machinery directive; all road going tractors are now required to have a locking device to prevent accidental or

We'll be able to use the full power of the World Wide Web by linking our newsletter articles to internet sites with expanded information on each topic. As importantly, by changing to electronic news delivery, we'll also be doing more to help our environment. We'll consume fewer paper products and the trees needed to make them, generate less paper waste, and we'll eliminate the energy needed for production, printing, delivery and disposal. We hope you'll find our topics and information useful. We welcome your comments and suggestions. Please email them to newsletter@trimarkcorp.com.

TriMark and West Alloy - Markets and Products

As we welcome you to this first issue of the TriMark Europe e-newsletter, we thought it would be appropriate to re-acquaint many of you with who we are and what we provide to our customers. For some of you, this may actually be an introduction to either TriMark Europe or to West Alloy and it is our hope that after reading this newsletter you will want to learn more.

Our parent company, TriMark Corporation, located in New Hampton, Iowa, USA, is an employee-owned company and is a recognised leader in the design and manufacture of quality hardware products and systems for On and Off-Highway vehicle markets. TriMark Europe Ltd is based at Bardon Hill, near Coalville, Leicestershire, UK, with its West Alloy division located in Sutton, Surrey, UK. TriMark also serves the China market through TriMark, Xuzhou.



TriMark offers a wide range of locks, handles, latches, striker bolts, linkages, electronic access, complete door access systems, ignition switches and related components of truly exceptional quality. Products are highly engineered and are protected with appropriate US and European patents. TriMark's main strength is the hardware used on doors that secure occupants because of the sophistication and mandatory requirements to meet government, international and industry standards for strength and safety.

Products are sold directly to original equipment manufacturers as well as their tiered suppliers and also to select distributors. Sales and customer service efforts are concentrated through in-house account managers along with distributors located in the various countries that we do business in.

TriMark Europe and West Alloy sells its products to a diverse array of markets, such as the off-highway (agricultural, construction and materials handling), caravan/recreational vehicle, and specialty vehicle (Fire/rescue/utility body) as well as to the industrial enclosure and military applications. It is not enough to only offer standard products; many times an OEM needs a system to be "customised" to specific requirements so TriMark excels in delivering those customised solutions on specification, on time and on budget.

TriMark has built its reputation as a *partner* to our Equipment Manufacturer customers. Our Engineering Services offer you expertise, ideas, and resources for your *product development* projects saving your company time and money. Rest assured, TriMark is committed to investing in the people, processes and products that keep our customers coming back for solutions to their door system needs.

Access to Excellence

- Our application experts are at your service designing systems and products so your customer's first impression is one of excellence.
- Worry free logistics services keep supply lines consistent in the ever changing business of equipment manufacturing.
- Long term relationships guarantee we will be here far into the future to help your company succeed.
- Quick-turn prototypes, modifications, and manufacturing mean your aggressive product introductions can be met and your project is on time to the marketplace.
- World class tooling and manufacturing produce the highest quality product at competitive costs.
- World class test facilities provide the next best thing to "real world" validation that designs will thrive in the toughest environments.

unwelcome access to the vehicles engine compartment. This is for all production machines starting in January 2010.

A number of the leading OEMs in Europe were 'caught out' by this new requirement. The mandate lead to companies seeking an 'off the shelf' solution as most had to design, prototype and release their application within a few short weeks. TriMark received a number of calls from manufacturers asking for help...and in a hurry.



Greg Tebb, TriMark's European Sales Director, said '...it is fortunate that our 40-1400 Centre Control Pushbutton is an ideal solution' When combined with a rotary latch from one of TriMark's ranges the system can be a simple and cost effective solution. A key code can also be provided to match most current manufacturer's keys, which is a plus.

It is a tried and tested solution; utilised since 2007 by Massey Ferguson on all hoods in their entire tractor range. In addition it can be found on the hood of Caterpillar's Backhoe Loader.

[Click here](#) for additional information.

Recent News

[West Alloy Ltd Announces New Manufacturing and Distribution Facility](#)

[TriMark Europe Adds Manufacturing Capacity to Better Serve Demanding Markets](#)

[TriMark Europe Ltd Extends Scholz Agreement in Germany to Cover Full Range of Products](#)

Visit our web site at www.trimarkcorp.com for a listing of additional news about TriMark.

Tradeshows



[UMA Motor Coach Expo](#)
February 23-27, 2010

- Program management to further reduce the strain on your engineering time.

TriMark has been a valued partner supplier to Caterpillar for more than 30 years, in addition to other global customers, including John Deere, Volvo, AGCO, Case New Holland and Toyota, who provide world class vehicles and equipment. In addition, we work with regional leaders such as Swift, Bailey, NACCO, ARGO, Paccar and JCB just to name a few.

West Alloy products are manufactured in the UK, so we can offer short lead times to our customers in Europe. Some TriMark products are manufactured in the UK but in order to get the economies of scale, much of our product is made at TriMark Corporation in the USA. In order to minimise shipping costs, we work with our customer partners to forecast demands so that we have the product ready to ship to the scheduled required.

Plastic Injection Mouldings

Today, more than ever, speed is of the essence. Customers want what they want and they want it NOW! Manufacturing is under tremendous pressure to design, react, solve and supply in this high speed, high demand world and TriMark is ready to deliver.

TriMark Europe and West Alloy also have a successful business manufacturing customer propriety parts for many diverse applications from steering consoles to washers!



We have plastic injection presses with capacities up to 485 tonnes and offer a competitive service from concept to tooling and onto full production.

Other capabilities include secondary operations and light assembly with quality certifications covered under ISO 9001:2008, ISO 14001:2004, and ISO/TS 16949:2002.

Please contact us to find out more!

A History of West Alloy Limited

West Alloy was founded in 1952 as West Alloy Diecastings Ltd as a zinc die casting company in Sutton, Surrey, UK. The first 20 years or so were spent developing a range of products which were primarily locks for car boots, garage doors and caravans. Currently 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.

West Alloy

- 1959 - Manufacturing moved to Morden, UK.
- 1972 - Expanded factory capacity in Sutton, Surrey.
- Mid 1970's - the caravan industry was affected by the increase in fuel prices and began looking at ways to reduce weight and cost. A completely new product range was introduced using plastic injection mouldings.
- Mid 1980's - Extended product range by designing an anti-burst latch similar to those found on motor cars but durable enough for Ag tractor cabs. Internal hand rail releases and outside push button handles along with hinges were added to supply a complete door hardware system.
- 1993 - Added plastic injection moulding capabilities
- 1996 - Introduced gas assist plastic injection moulding capabilities.
- 2003 - Decided to outsource zinc die casting and focus manufacturing on plastic injection moulding, secondary operations and assembly.
- 2007 - West Alloy acquired by TriMark Europe Ltd
- 2009 - Moved plastic injection moulding to be consolidated with capacity at TriMark Europe in Coalville.

Las Vegas, Nevada USA



[2010 AUSA/ILW Winter Symposium & Exposition \(AV\)](#)
February 24-26, 2010
Fort Lauderdale, Florida USA

**THE
WORK
TRUCK
SHOW**

2010
MARCH 10, 11, 12
AMERICA'S CENTER
ST. LOUIS, MO
Held in conjunction with the 45th Annual RVIA Convention March 8-12

[NTEA - The Work Truck Show 2010](#)
(Specialty Vehicle)
March 9-12, 2010
St. Louis, Missouri USA

3rd Annual
**TACTICAL
VEHICLES
SUMMIT**

[3rd Annual Tactical Vehicles Summit](#)
April 19-21, 2010
Tysons Corner, Virginia USA

**Bauma
2010**

[Bauma 2010 \(Construction\)](#)
April 19-25, 2010
Munich, Germany

**MILITARY
VEHICLES
EXHIBITION &
CONFERENCE**

[Military Vehicle Expo](#)
August 11-12, 2010
Detroit, Michigan USA



[Modern Day Marine](#)
September 28-30, 2010
MCB, Quantico, Virginia USA

**Bauma
China 2010**

[Bauma China 2010](#)
November 23-26, 2010
Shanghai, China

RVIA

[National RV Trade Show \(RVIA\)](#)
November 30-December 3, 2010
Louisville, Kentucky USA

- 2009 - Sold Garth Road site and moved to brand new facility at Kimpton Park Industrial Estate.

TriMark Products Well Received at Recent RVIA Show



TriMark, along with its West Alloy brand of products, recently participated in the 2009 National RV Trade Show in Louisville, Kentucky, USA. TriMark/West Alloy continues to build on its reputation in the Caravan/Recreational Vehicles (RV) market as the leading provider of innovative access solutions. The overall theme of the 2009 National RV Trade Show was "**Let the Sun Shine**" which communicated a strong message of optimism as the industry moves towards a recovery in the coming year.

Because of TriMark's position as a leader in this market, we have continued to focus development and engineering resources on providing innovative solutions which are available to the international Caravan/RV industry, rain or shine. "Quite candidly, our customers in this industry really depend on us being there and we've demonstrated through this recent downturn that we are truly committed to this market," states Greg Tebb, Sales Director for TriMark Europe "One look at the new and updated products we featured at RVIA should send a strong message that we are moving forward in supporting our customers."

In North America, the business media is responding to RVIA shipment data showing steady growth in shipments the past few months. For example, November shipments were more than double the total from the same month in 2008.

Reichling Featured in RV PRO Magazine

TriMark's own Anita Reichling, Advanced New Products Electrical Engineer, was featured in the [December issue of RV Pro Magazine](#) in an article titled, "Where is RV-C Today?" The article appeared in support of the third annual "Network Fest," an educational display demonstrating the features and benefits of "RV-C," held at the RV Trade Show.



By connecting key electrical devices, RV-C enables Caravan/RV components to share information and coordinate their operation, either directly or remotely. In addition, RV-C minimizes wiring and troublesome connections while at the same time providing diagnostic information to the customer or service technician. By replacing many individual signal wires with a twisted pair data cable, RV-C helps make RV electrical systems more reliable, and saves money and time during installation.

The event featured RV-C compliant components that are networked together so that attendees could experience them communicating with each other in real time. TriMark was one of 9 companies participating in the demonstration and seminar. RV-C brings the Caravan/RV industry into a new era of technological progress, and will impact how Caravans and RVs are designed, manufactured, serviced, and enjoyed.

One of TriMark's key products in this area is the 500-1000 e-ASK System. This simple and integrated remote transmitter keyless-entry system offers increased security, convenience and functionality while reducing system costs. Designed for demanding users of caravans and RVs, heavy trucks, emergency vehicles, agricultural and construction equipment, it provides reliable remote access control of electronic latches and handles.

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

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