

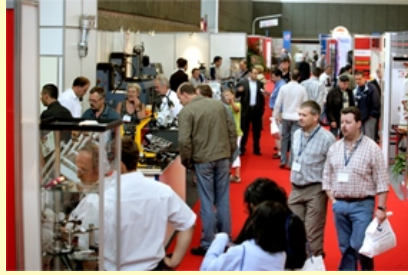


**Universal**  
Specialist in Rotating Electrics



# Universal News

**Universal go international! at ReMaTec 2011**



With all the attention for “green” environmentally friendly solutions, the remanufacturing industry will definitely prosper. There are numerous reasons why a remanufactured unit is favourable over a new, imported one. Studies have shown\* that the CO2 production is up to 80% less for a remanufactured unit. Add to this the fact that the core is invariably an O.E. unit, meaning a first time fit and a top quality product along with the price advantage and you can soon see why remanufactured is the way to go.

At Universal it was a big step to attend such a prestigious trade event. Some of the world’s biggest names in our industry were present as we set up our stand, but we needn’t have worried. The interest in quality remanufactured units isn’t just alive and kicking, it’s positively buzzing with excitement. Customers were literally queuing up to see what we had to offer and we even took some orders at the show!

It certainly demonstrated one thing.

“REMANUFACTURING IS booming!”

## More new vans!

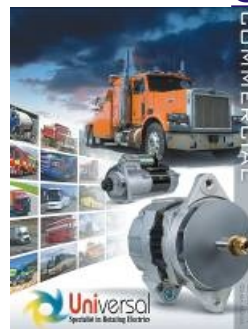
Yet another addition to our fleet and yet another Transit Connect! This takes our total fleet to EIGHT vans, enabling us to offer up to twice a day delivery across the South East with deliveries leaving at 9am and 1pm dependant upon the area you’re in.

**Just waiting for the Sign Writer!**



## Our new commercial catalogue.

**Out now!!**



**DAF**

UN0042	UN0042	UN0042
UN0052	UN0052	UN0052
UN0054	UN0054	UN0054
UN0105	UN0105	UN0105
UN0111	UN0111	UN0111
UN0117	UN0117	UN0117
UN0250	UN0250	UN0250

STARTER parts

Comprising over 400 part numbers our new commercial catalogue has generated a massive interest. With a detailed application guide and high quality picture references, copies are flying out the door. The commercial sector often remains a massive untapped market for many motor factors. Perhaps with Universal’s new Commercial Catalogue you can open the door to some bright new business.



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## Competition time! (It's simple!)

Here's five part numbers found on old units that have been returned to us. Just use your guile and cunning (along with the cross reference facility on our website) to tell us what the Universal part number would be. Simply email your answers, number 1-5 including name, company, and a contact number to [competition@universal.uk.com](mailto:competition@universal.uk.com).



**We have up for grabs a Flip HD camcorder and a Canon 14.1MP digital camera. Which one will you win?**



## Congratulations!

**To our two winners!**

Simon from Broadway Electrical Services in Grays and Martin at TMF Batteries Ltd in Northfleet, Kent. Simon won the DAB Ipod docking station and Martin won the 12 MP digital camera.

**So who will be the next lucky winner?**

## A message from our MD Chris Smith.

I would like to say a big "Thank You" to everyone who visited our stand at the ReMaTec show in Amsterdam back in June.

The show was a great success for Universal and a personal goal for the company to be exhibiting with some of Europe's leading remanufacturing companies. We received great feedback and interest from companies that want to purchase remanufactured OE products, this can only be good for the industry and for the long term green environment. I would also like to welcome some of our new European customers on board, our export sales are increasing which is all good news for the UK economy!

Nights are drawing in and the autumn is here, this means only one thing; have you got the right stock holding in place for the coming winter season? Now is the time to start thinking about a stock cleanse, replacing some of those slow moving part numbers, with some later faster moving applications. Having the right stock holding is key to running a successful business!

## Are you using our WEBSITE?

I know some of us (oldies) still prefer a good paper catalogue, however as Bob Dylan put it "The times, they are a changin'". At Universal we have put a lot of time and effort into our website to help you (and us) get the right starter or alternator first time. For those of us old enough to remember back to the 70's and early 80's a few part numbers covered 80% or more of the vehicle parc and terms like DFM and COM terminal weren't even thought of. Currently we have around 80,000 part numbers stored in our website, along with 6000 pictures and a wealth of other information.

Our website is very easy to use. From the homepage at [www.universal.uk.com](http://www.universal.uk.com) simply take your O.E or aftermarket part number and type it in the product search box shown in the picture opposite. This will show you our part number, other O.E references, details of the unit (voltage, fixing holes, output etc) plus the availability of core. You can even see if clutch pulleys are available from just the alternator O.E number.

**So next time you're after a unit, why not give us a try?**

Enter O.E part number here.

The screenshot shows the Universal website interface. At the top, there's a navigation menu with links like Home, Services, FAQ, About, News, Technical Sections, Enquiries, and a search box. The main content area displays details for 'UN499 ALTERNATOR', including a 'Please call' button and a 'Product Search' sidebar. The sidebar contains sections for 'Product Search', 'Catalogue Downloads', 'Latest News', and 'Trade Accounts'. At the bottom, there's a 'Contact Details' section for Universal Rotating Electrics Ltd.