



**Universal**  
Specialist in Rotating Electrics



# Universal News

**The latest on what's happening in the world of rotating electrics.**

## Staff, staff, staff.....

As some of you may be aware we have added some new members to the Universal Team. Most recently Steve Muldinock (that's three Steve's now, so we've decided to call him Eric) has joined us. He brings with him a wealth of experience gained at both a local Motor Factor and Parts Distributor. He has joined both Rob and Steve (who has earned the title Steve "one", just don't call him "old" Steve!) in the sales office.

Both Lyndsey & Terrie have moved into a stock management role to help Graham and Jake keep our shelves full and our orders fulfilled.

Steve Baxter (yes another Steve, although this Steve is known as Eddy....) has moved from rebuilding to our returns and testing area, examining returned unit for any faults or defects and dealing with accordingly. He has proved a great help to Graham who can now spend more time looking at different areas of the business and making sure all our separate departments run smoothly.



## Commercial Vehicles

To complement our extensive range of car and light commercial products we have now increased our range of commercial units. Steve (one) has taken on the role of our commercial expert having gained his knowledge at LSUK. So whether it's a good old Cargo 0813 or the latest MAN or Scania give Universal a try.



## Our new fleet.

You may have noticed our fleet has changed somewhat. We are now the proud owners of three new Transit Connects. These have proved a great asset to the business, enabling us to provide an even better service to our customers.



## You can never have too much Old Core



You know the old saying "you can have too much of a good thing", well there's always an exception to the rule. In **Universal's** case our good thing, which could be considered our life blood, is good quality old core. There are days when you'd think it was Christmas,

looking at Graham's big smiling face. It's not that someone's bought him a present; it's just that he's spotted a rare old core unit that's been returned to us. To be fair we're all a bit like that.

Whilst on the subject of core did you know **Universal** has over 60,000 old core units available for reconditioning at any one time? Virtually all can be reconditioned and dispatched within 24 hours. That's something we're very proud and one of the reasons we consider ourselves the **UK's leading supplier of starters and alternators.**

## WWW.....

### **Have you looked at our website lately?**

If not, why not? It's cram-packed with the latest information including our **x-reference** facility for starters, alternators and one of our fast growing products, **clutch pulleys**. You can also view or download our **latest brochure**, detailing exactly what we do and how we do it.

There are pictures to help you identify units, all the latest offers and information on what's new in the world of **Universal Rotating Electrics.**





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**IT'S COMPETITION TIME!!!!**



At **Universal** we've decided to do something special. Here's your chance to win a **DAB iPod docking station** or a **12MP digital camera!** We've taken some unusual pictures of parts of an alternator or starter motor. All you have to do is identify them and email us at [competition@universal.uk.com](mailto:competition@universal.uk.com) by 31<sup>st</sup> May, including your name, company, branch (if applicable) and telephone number and of course your answers numbered 1 to 5. The winners will be chosen at random on the 1<sup>st</sup> June 2011. So get sending those email because remember; "It could be you!"

(If you need any help, next time you're on the phone ask one of us, we don't mind giving the odd clue now and again....)

## **A message from our MD.** (We tried to stop him but.....)

So why use **Universal** for your rotating electrics? "We have been in business over 35 years and have seen the ups and downs of remanufacturing, these years of experience has helped us to create a company that I believe offers the complete package!"

- 1) Over 3500 part numbers available in our product range.
- 2) E-Cataloguing through MAM (Autocat) and Activant (Mastercat).
- 3) Website showing detailed product information and images covering over 70,000 cross references.
- 4) Delivery service from our own vans (within designated area) this enables us to offer a 24 hour turnaround on most products, a service our customers find invaluable.
- 5) Experienced sales staff that have a wealth of knowledge within the motor industry.
- 6) Our own workshop for remanufacturing, we have a very experienced team with over **150 years** combined knowledge and experience.
- 7) Free technical and after sales support from our qualified workshop technicians.
- 8) Access to over 60,000 old core that can normally be remanufactured within 24 hours.

**Universal the UK's leading supplier of starter motors and alternators!**



## **35 years in the making.....**

It seems hard to believe that Colin has been serving his customers since 1976. **Colin Smith** started the company 35 years ago, reconditioning old core obtained from scrap dealers. Colin "cut his teeth" on Ford Autolite and Austin Rover M45G inertia starters along with dynamos, Delco and ACR type alternators, selling to a local factor and some accessory shops from his uncle's garage. He then moved to Wood Street where he worked with his Father-in-law and an apprentice. After 3 years had gone by Colin decided expansion was in order and moved to Beulah Road in Walthamstow. This is where things really started to grow and some of the staff that are here today joined the Company including his sons Chris and Graham. The company spent 12 successful years here until it was time to grow again and move to North Weald where Chris and Graham became more involved in running the Company.

Two years ago saw the big move to **Basildon**, to a 10,000 sq ft unit where we now operate from. Here we deliver across SE England up to twice a day with our fleet of vans and following on from our successful partnership with **Fedex**, ship to other parts of the UK and beyond. **Universal** now employ over 25 staff, and have over **3500 part numbers** available. It's hard to believe just how far we've come!