

BIG BEAR SUPPLIES



NEWSLETTER



WHOLESALE & DISTRIBUTORS OF MARINE FASTENERS IN PRE-PACKS

ISSUE 2

SPRING 2008

WHY MONEL METAL FOR MARINE RIVETS?

Monel metal is recommended for riveting stainless steel to aluminium spars to minimise corrosion in the spar. Monel metal, a trade name of Special Metals Corporation is an alloy of nickel (typically about 65%) and copper with traces of iron and other metals. It has a very low coefficient of expansion or contraction, so is stable in temperature extremes and is impervious to rust and corrosion. It is very much harder than steel, work hardens instantly and is very expensive. Monel metal is particularly resistant to sea water corrosion and is used for a wide range of marine applications including valves, pumps and propeller shafts. It's application for the manufacture of blind rivets for marine use is based on these properties together with its high shear strength. Using aluminium rivets to fasten stainless steel and aluminium will generate galvanic corrosion in the aluminium rivet due to their relative positions in the Seawater Galvanic Series. Aluminium is a highly anodic metal whereas Monel and stainless steel are highly cathodic. When using a monel rivet in aluminium, to secure a stainless steel fitting the electro galvanic couple between both the aluminium and monel and stainless steel and monel is small and the galvanic corrosion will be

small. If an aluminium rivet was used the galvanic corrosion would be high and the rivet would fail very quickly as it corroded away.



BIG BEAR SALES TIPS

We are starting a new series of basic sales tips which may help you to increase sales over the season. Most are obvious and we may be teaching you to suck eggs, but we feel it is often valuable to go back to basics and what may be natural to you is not necessarily how your staff may react - so if nothing else give them this newsletter to read. In this first Big Bear Sales Tip we look at the initial customer approach.

1. Converting the Browsers

Every person that walks through your door is a potential or historic customer and with a bit of encouragement most can be persuaded to buy, so don't chase them away. A "Can I help you" will get 1 of 2 responses - "No" and usually a rapid departure or "Yes" and maybe a sale. You will know that there are a lot more "No's" than "Yes's" so why invite the negative response? You want customers to feel comfortable in your chandlery, not under pressure, so after they have entered and appear to be browsing, quietly approach them and just welcome them with a smile and invite them to look around, i.e.. encourage them to stay. If they do want help they may well identify their requirement, at that stage, otherwise leave them to browse.

A little later as they look around casually mention any special offers you have - we suggest you always have a special offer(s) to attract customers - use this as an excuse to talk to them, find out if they are a boat owner, we all love talking about our boats, or have some other reason to be in your chandlery and then you can start to guide them and help them towards a purchase. OK you can't do all this when busy, but what else better do you have to do when slack on a wet Monday - count unsold stock? :)

NEW BIG BEAR LINES Now available in our Marine Pre-Packs

- ü Stainless Steel Turnbuckles & Clinch Plates
- ü Stainless Steel Press Studs
- ü Press Stud Fitting Tools

Big Bear Supplies Joins British Marine Federation

With effect from 1 Jan 2008 we have been admitted as an Associate Member and look forward to becoming involved with the Federation as we grow our business.

See us at the
Business Boating
Trade Exhibition
13 & 14 Feb 2008
Stand S47

BIG BEAR MARINE PRE-PACKS

SS & Brass Woodscrews, Machine Screws, SS Hex Bolts, Self Tappers & Canopy Fittings, Electrical Connectors and Fuses, Light Bulbs & Monel Rivets.



- n 100% + mark-up
- n Secure packaging not affected by light, heat, cold.
- n Customers can inspect parts in re-closable packs
- n Over 650 lines
- n No minimum order
- n Carriage free 150 packs +
- n Free loan of Display Stands

ALL BIG BEAR TRADE PRICES HELD FOR Q1/2008

STAINLESS STEEL PRICES

The last 2 years has seen considerable price increases in the cost of Stainless Steel. For your information we will provide updates on the global price of stainless steel as it affects so many products used in the marine industry.

DATE	PRICE /TONNE (US\$)
JAN 2006	2345
JUNE 2006	3065
JAN 2007	4325
JUNE 2007	5040
SEPT 2007	4300
DEC 2007	4200

Source: Various consolidated

BULK MARINE PRE-PACKS

We are seeking to introduce a range of bulk packs of our more popular fasteners. From the experience and feedback of boating customers and traders, we perceive a need for a product range of fasteners with the in-store convenience of Pre-Packs but still offering the quantity normally associated with supply from loose stock, without the hassle of managing loose stock. Big Bear Bulk Marine Pre-Packs will contain

larger quantities of fasteners e.g.. 10, 20 or even 50 pcs; more suitable for projects and storing in the toolbox, rather than the small quantities aimed at a particular fixing job. They will initially include, Self Tappers, Machine Screws and Washers and Nuts. We will be showing some of our ideas at the Boating Business Exhibition and look forward to your feedback on whether this will fill a customer need and how you would like to display our new Bulk Packs.



Carolyn Smith on our CAP 400 Sportsboat

ABOUT US:

Carolyn Smith joint owner of Big Bear Supplies is the company Finance Director. Carolyn is a qualified Book-Keeper and a member of the International Institute of Book-Keepers. She is also a primary school teacher, part time, and enjoys sailing in the family Mirage 28 yacht based at Southsea Marina and our CAP 400 Sports Boat. Though she can now recognise an M8 Slot Countersunk Machine Screw on a boat fitting she insists that she is not a practical DIY sailor and is more often to be found with a glass of Pimm's on the poop in preference to pulling the "strings".

CONTACT US:

Managing Director - Julian Smith
Finance Director - Carolyn Smith MIAB
Orders & Despatch - Margaret Ashton

WEB SITE: www.Bigbearsupplies.com



Published by Big Bear Supplies Ltd, 1 Upper Farm Office Park, Henton, Chinnor, OX39 4AQ
Tel: 01844 353561 Fax: 08702 644077 E-mail: BigBear@hemnick.com

Web site: www.BigBearSupplies.com
Company Reg. No. 6,011,286