



NEWSLETTER

www.csi-interiors.com
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Autumn/Winter 2007
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Suppliers &
Manufacturers of
Mezzanine Floors, Fire
Protection, Partitions
and Suspended
Ceilings to the Storage
& Materials Handling
Trade

THIS ISSUE

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- ◆ *What's important to you?*
- ◆ **WIN A CARTIER PEN!**

The Outlook

Thanks to all of our clients for their business over the summer - thanks to your ongoing support (allied we hope, to our decent product and service), CSI look set for another record year and we will continue to offer good product, high levels of service and competitive prices for many years to come.

Unfortunately, given the recent upheavals in the financial markets, talk is now

turning to thoughts of a slow-down!

At CSI we recognize that should a "quieter" period ensue, a buyers market can quickly result.

We are well placed to continue to provide all of you with a competitive package and with your continued support we will endeavour to remind our raw material and labour suppliers of their place in a buyers market!





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Larger Jobs

Our ability to undertake larger jobs (£100K plus) is now proven, having (it

seems) spent the late spring and early summer undertaking a whole raft of these contracts! We are happy to quote for

the more sizeable contracts and remain willing and more than able to fulfil them....



Smaller Jobs

....However don't let that fact stop you from sending us the smaller enquiries - we are eager to keep our factory and fitters fully occupied - just like you, we are happy to see our production schedule full of large, worthy jobs but continue to wish to fill the gaps with bread and butter (small, worthy jobs) and a little jam too, so please keep the enquiries coming!

What's Important to YOU?

We often reflect upon what areas of our "service" are most important to our clients, and it follows that what might act as a huge spur to some of you, might be less important to others. Price is a strong determining factor in where the business goes, however there are other areas which can be just as important to you when deciding how and where to spend your money. As part of CSI's ongoing effort to forge ahead with our desire to be your "go to" supplier, we would like to know what you want from a floor manufacturer and how you determine

when to place business with supplier A, B or C - we recognise that price is the "bait" which attracts your attention, but we want to know what then encourages the "bite" - be it staircase design, handrail features, ability to react quickly to modifications, etc. To that end we would like you to fill in the questionnaire herewith and fax it back to us. Please be honest and thoughtful in your responses - we will use the information to try to develop profiles for various types of customer - pictures which we can use to provide a slightly more tailored service to the individual client.

As an incentive (as if a more bespoke service wasn't enough) CSI will put the names of all of the respondents in a draw - the first five names drawn will each receive a Cartier pen!

Finally, whether you are an existing CSI client or not, please help us to help you - get your responses back to us by 30th November 2007 and best of luck to you all.

THE STAFF & DIRECTORS

