

# A. F. BULGIN INVEST IN THE FUTURE

The long established component firm consolidates its subsidiary activities.

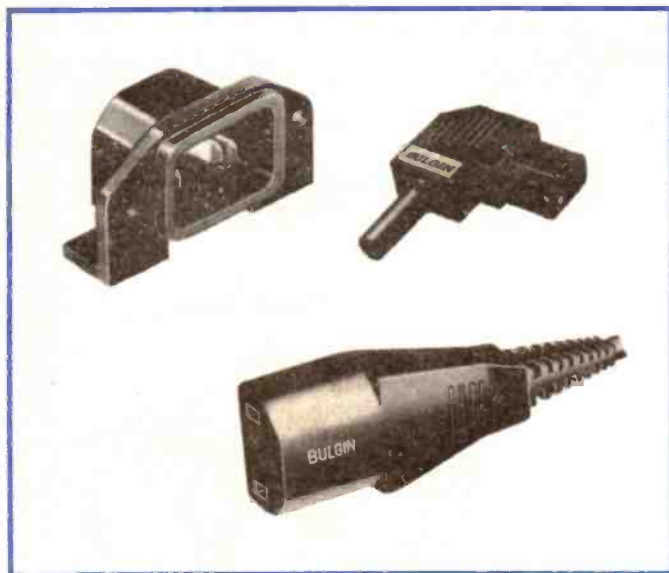
There are few participants in the electronics business who will not have come across some of the many different connectors, fuseholders, plugs, sockets, knobs etc., that are made by A. F. Bulgin & Co. PLC, of Bypass Road, Barking. 60 years in the business is unusual in electronics, and in order to establish plans that ensure the name of Bulgin will be carried forward through the next 60 years, Chairman Ronnie Bulgin and his board have decided that diversification is one of several moves to be made.

The distributive activities and associated skills of Ambit have been acquired to precede the formal consolidation of AFB's external business interests in Portsmouth (Solent Component

Supplies), Croydon (Projex Distribution Ltd.) and Broxbourne (Broxlea Limited) into a separate holding group.

The new group combines established experience in many aspects of the industry with the drive and enthusiasm of a relatively young management team. The in-group facilities include all the necessary resources to design, develop, source, manufacture and distribute a very large range of electronic products.

Ambit's innovative REWTEL direct order placement system caused quite a stir in the distribution industry, since it demonstrated the first keyword index information and bulletin service, combined with direct on-line order interrogation facilities.



## Hardware versatility

The product range for which A.F. Bulgin & Co. PLC has become most famous over the past 60 years is probably its range of connectors, fuseholders and panel hardware.

The popular IEC connector range is continually being updated. There are now PC mounting types, filter inlet sockets and many other variations on the theme. Although now largely replaced in mains voltage applications by the IEC families, the round plug

and socket series has been brought right up to date with the "Buccaneer" range of water resistant housings, offering a wide variety of connection options, including BNC coaxial, 3 and 6 pole types.

As with all the mains rated components, the fuseholders comply to the latest BS safety specifications to ensure acceptability of equipment and freedom from the unexpected shocks that can arise from the use of improperly designed parts.



## OPENING HOURS

### Consumer admin:

(0277) 230909 - 4 lines

### Availability of goods Credit card orders

Ask for (credit card sales) 9-5.30  
Customer Service problems with deliveries 10-12.30  
Ask for 'Customer Service'

### Industrial sales, admin & progress:

(0277) 231616 - 4 lines

### Availability, price, telesales

Keith Collins 9-5.30  
Claire Mackessy 9-5.30  
Carol Lawton 9-5.30

### Shop Sales

Brentwood Mon-Sat 9-5.30  
Lunch 1.30-2.30  
Broxbourne Mon-Fri 9-5.30  
Sat 9-12.30  
Portsmouth Mon-Sat 9-5.30

Apart from "own brand" products, A.F. Bulgin handle a number of agencies on behalf of overseas manufacturers of complementary products — most notably the superb range of control knobs from Ritel of Switzerland, a very large selection of which are available from Ambit stock and detailed in the current catalogue.

Many lines are custom manufactured, taking advantage of Bulgin's unrivalled experience, extensive in-house tooling facilities and automatic injection molding plant. If your firm requires either a variation on a standard theme, or a completely new type of small plastic/metal component, then let us quote you for supplying it from one of the few remaining sources of British component manufacturing expertise.

## Telephone Timing



Help us to help you!

When calling our central sales and service departments at Brentwood, it would help us a great deal if you would observe the following timing. At present we tend to get all the calls arriving at peak periods, when other times the lines are deserted.

We get many reports of difficulty in getting through, but it's not for lack of incoming lines! Please use the numbers designated for the nature of your enquiry, it is sometimes not possible to transfer between industrial and consumer sales due to the volume of telephone traffic.

The peak time for consumer telesales is 10.15—10.45 and 2.30—4pm. If you can avoid these, then so much the better for you and us. Telesales operate Monday to Saturday, 9.00am to 5.30pm — although you can frequently place an order outside these 'official' times.

Industrial sales calls tend to arrive (understandably) in the 2.30—4pm slot as well: remember that telex is a particularly useful medium as our telex is situated in the middle of the IM department.

We like to deal with customer service problems during the morning (10am-12.30pm) so that we have all afternoon to sort the problems out and 'catch the post'.

REWTEL provides on-line sales and stock enquiry facilities. (0277) 232628, a 300 baud modem and any one of a wide selection personal computers can be used to check stock and place orders, 24 hours a day, 365 days a year (less downtime!). Send an SAE marked 'REWTEL info' in the bottom left corner for more details.