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**From:** Jackson Switchgear  
**To:** {EMAIL\_ADDRESS}  
**Subject:** First Edition Jackson Journal from Jackson Switchgear

Happy New Year! 🎉

Hello {FIRST\_NAME}

Welcome to the first Jackson Journal from Jackson Switchgear!

As 2007 begins, it is an ideal time to share with our valued customers the changes 2006 had in store for Jackson Switchgear and some of our plans for 2007.

### Growth in 2006



2006 was a seminal year for Jackson Switchgear. Booming sales and unprecedented demand for switchgear and other related products enabled us to grow turnover by 20%. Constant review of all internal processes resulted in the implementation of new systems and procedures that ensured productivity and competitiveness increased substantially.

During 2006 our management team was formalised and strengthened and now consists of six enthusiastic and highly capable managers, with responsibility for the overall management of estimating, finance, sales, production, and purchasing.

In the latter half of 2006, as part of our ongoing commitment to customer service, we established a dedicated estimating team consisting of four skilled estimators, headed up by Debbie Downes. In order to streamline and improve our estimating service, a new email address was created to which

requests for quotations can be sent: [estimating@jacksonswitchgear.com](mailto:estimating@jacksonswitchgear.com). This has resulted in a quicker turnaround of quotations for our customers.

Glenn King has been appointed Site Works and Maintenance Co-ordinator, with responsibility for our 24 Hour call out service, thermographic surveys and all other site visits. Providing a single point of contact has resulting in a more streamlined service for our customers.

Since January 2006, we have recruited an additional 15 production staff and our overall staff compliment now stands at 54. The extra production staff has resulted in an increase in production capacity and faster turnaround on delivery of boards.

### **Project wins in 2006**



2006 was another very busy year for Jackson Switchgear.

We continued our proud tradition in the retail sector, working on many new developments including shopping centres and flagship stores throughout the country. In the industrial sector we completed a large project at a plastics factory in Co. Wicklow involving a number of main LV switchboards and power distribution panels together with an extensive amount of busbar trunking.

Other sectors in which we successfully tendered include hospitals, schools and hotels. We also completed a number of large mixed developments involving residential, retail and leisure facilities.

### **Launch of [www.switchgear.ie](http://www.switchgear.ie)**



Over the summer, we have been busy designing and populating a new website, [www.switchgear.ie](http://www.switchgear.ie). The site contains information on the company, our capabilities and product offerings. It also contains a detailed guide on power factor correction.

Rachel Jackson, Sales Manager, said: "We are delighted that we have been able to secure this very exciting web address, [www.switchgear.ie](http://www.switchgear.ie), and that this project has come to a successful conclusion. The website has already started to show results, as we have received enquiries from Europe, the Middle East, and as far away as New Zealand!"

[To see our new website, click here!](#)

### Technical developments for 2007



Last year our R&D department focussed on technological advances in energy monitoring and packaged substations.

As a result of the research conducted, 2007 will see substantial investment by Jackson Switchgear in the latest mobile energy monitoring equipment. We will also be in a position to market a package substation to include medium voltage switchgear, transformer and LT switchboard to clients' requirements. These can be air conditioned as necessary and will result in savings in installation time and valuable floor space.

We can also offer a range of 10/20/0.4KV hermetically sealed oil or cast resin (maintenance free) transformers up to 3,000KVA. We also supply 24KV medium voltage switchgear which ranges from cable in - cable out, ring main units, and modular fixed or withdrawable switchgear.

### Looking forward



During 2007 we hope to expand Jackson Switchgear in other markets, and are currently conducting feasibility studies on a number of locations. We are working with various enterprise and investment bodies to shortlist suitable locations for a second manufacturing base. We are currently tendering in a number of foreign markets and have trade missions planned for early 2007 to explore these markets in greater detail.

The management and staff at Jackson Switchgear would like to take this opportunity to thank each and every one of you for your custom and support in 2006 and to wish you a very happy and prosperous 2007. We look forward to working with you in 2007, a year we believe has a lot of exciting developments in store for Jackson Switchgear.



If you have any questions or comments about Jackson Switchgear or the services we offer, please do not hesitate to contact us using the details below.

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