

ALLIED POWERS

Volume 2 Issue 1

Newsletter

Winter/Spring 2005



After being in business for 12 years we decided the time was right to get ourselves an up-to-date corporate image that will, we hope, serve the business well for the next twelve years.

Although this would appear to be a small thing we recognise that image is a very important part of any business, so it is worth taking time and effort to ensure you get it right.

It has taken us the best part of a year and much heartache to come up with our new image which adorns this newsletter.

We are also revamping the web site which should be in full operation with the new corporate image before the next newsletter.

Who would have thought it would take so much input for such a simple thing. Well these are very personal issues, and there is always a lot of concern surrounding changing something that has worked for something that is unproven.

We are very happy with the final design and will let you know how it goes in due course.

Thank you Ben of Esense who did all the hard work - all we did was keep changing our minds - it must have seemed like forever!



PLANET THREE
PUBLISHING

We are delighted to be appointed by the board of Planet 3 to help them with a significant restructuring of the business which has led them into this year being able to focus on their major opportunities with partworks with their partner De Agostini.

We worked with a number of companies, including German and French printing companies, to secure funding for the business. With the aid of the Bank of Scotland we completed the transaction last year.

The company has recently launched its' "British Steam Railways and how they shaped our history" partwork which has had extensive coverage on TV.

This product consists of a magazine and DVD or VHS tape which is available weekly and builds up into a thorough complete collection for the British Steam connoisseur.

Some of the better known products from Planet 3 are the Agatha Christie and Catherine Cookson collections.

Our role has now changed to help them secure a long term partner

This Issue

- (Planet 3 - Steaming Ahead in Publishing
- (IPV - Sold
- (GX Appoints Allied
- (CityCall - Sold
- (Enseal - Funding
- (AP - New Image

CityCall

Having been appointed by the founder shareholders to help them realise their investment we are very pleased to have managed to help them achieve a satisfactory exit.

After working with the company for a number of months we are pleased to have been instrumental in securing a satisfactory purchaser for the business.

The owner manager worked on to help with the smooth handover of the business and will shortly be moving on to pastures new.

We are pleased to have been able to work with the company and influence the strategy going forward.



Allied Powers is pleased to confirm the appointment to help the business development of GX Design Engineers

www.gxl.co.uk



We are pleased to announce the sale of IPV to a number of new shareholders managed by Nash Fitzwilliams of London.

Following our appointment to the company we have been working with them to help reorganise the business and develop the sales and marketing aspects of the organisation.



We have appointed a new board as the first step towards the future and taken on a Chairman and non-executive director as well.



We have undertaken a financial review and prepared an information memorandum for the business managers.

Work is well underway on achieving ISO 9002 status and a new company handbook, as well as revised terms and conditions of employment being prepared and issued.

We appointed a sales and marketing expert who has devised, in accordance with the company, a new strategy for customer prospecting and care that will lead to better service and support for the clients.



The company was founded in 1995 and operates out of The Mayfield in Usk which, for design work, is about the best possible location for concentrating the mind as it is in such a wonderful environment.

The company has produced some amazing products for famous names such as Bayer, British Airways, Tesco, Asda and The Post Office, as well as many others, many of these products are used on a daily basis in business and in the home, but like many good designs you will probably not know where they originated.



Allied Powers is helping to groom the company in becoming a major player in the design engineering field.

The team is young and enthusiastic and is likely to become a name that more and more people will recognise as work for the big players in the automotive, medical, and consumer product arenas eventually hits the market place

The deal was organised as a result of further funding requirements which the VC market was not able to meet.

The transaction was carried out with the professional help of Numerica who helped the management organise a pre-packaged arrangement at fair value for the shareholders.

The original funders receive ongoing royalties on sales of the company's products going forward over the next year.

The new business has been oversubscribed for its funding requirements and is well set to do well in the market place with a number of new products hitting the markets this year.

We wish the management team well in achieving the success they deserve.



Foresight VCT has provided investment in Enseal to enable the company to seek a professional partner to develop the business further.

Currently Enseal has established a number of major opportunities all of which are in the US and exploitation of this is likely to come from a major international player.

