

## ACCENT IS ON DESIGN

THE recent launch of a new generation of Lightstream fittings and Legato — a range of uplighters using 2D and Arcstream — reflects THORN Lighting's commitment to the interior commercial lighting market.

The Lightstream range includes a new, tiny 35mm lamp, and complementary fittings, including surface, recessed mains track and low volt track versions.

A choice of white, slate grey with a hint of pink, and brass, introduced in response to customer demand, are offered.

One of the most interesting developments is that of the Par E range of mains track fittings with integral lightweight electronic transformers.

The first application of the 150W Arcstream lamp comes in the form of the very simple but sleek lines of Legato.

This range of freestanding and wall-mounted uplights was designed by Ken Grange, of Pentagram, who was also responsible for the design of the high speed 125 train!

Available in a range of colours, Legato has been designed to complement any office, store or gallery. Downlights, neat display floodlights and exterior projectors are also planned to maximise the versatility of Leicester's Arcstream lamp.



### Richard joins Division

**RICHARD Holdron (left) is the recently appointed director and general manager of the Light Source Division.**

Richard was previously with Lucas Industries, and now heads Discharge, Fluorescent and Halogen lamps.



SON lamps from Leicester feature in this EMILAS award winning lighting scheme. Forty-eight 400 SON-T lamps light the engineering workshop of Falmouth Ship Repair, Cornwall. Compared to the 1956 mercury scheme, over three times the light is produced for less energy!

## Store is first to switch over

**THE Owen Owen store at Basingstoke is the first major retail establishment to switch on to the low voltage Electronic Par.**

Manufactured at Spenny-moor, 470 35W Electronic Pars have replaced point for point 80W and 120W Par 38 lamps.

The change means annual running and maintenance costs of the store's lighting will be reduced from about £7000 to around £3700.

Owen Owen's own maintenance staff made the switch in one Sunday, ensuring

trading hours remained uninterrupted with no loss of revenue. Literally, overnight, a more stylish and inviting atmosphere — pictured, right — has been created within the department store.

#### Customer

Mr Armitage, store manager, said: "Although reducing energy and maintenance bills is important, we would not do that to the detriment of the customer.

"The Electronic Par has enabled us to cut costs as well as create a more stimulating and lively atmosphere in which the customer can en-

joy shopping."

The Electronic Par is selling in thousands, proving particularly popular in the refurbishment market.



### JOANNE WINS DESIGN CONTEST

JOANNE Smith, a student at Goff's School, Enfield, is the winner of THORN Lighting's 2D Design Competition. The competition formed part of the Design and Technology course for 14 to 15 year olds at Goff's School and aimed to encourage creative light fittings design. Also pictured (left to right) is Ron Clarke and Steve Finnis, from THORN Lighting, Enfield, runners-up Jason McFadyen and Stuart Leask, plus Course Tutor Colin Geer and 2D product manager Alan Groves, 284 Southbury Road.

Overall, the standard of designs was high. Marked on three criteria — presentation, technical and marketing — Joanne's design was chosen because it was most imaginative and unusual.



### INSIDE

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# Lamp Lighter



A team of apprentices recently reached the semi-final in an inter-company safety quiz organised by Leicestershire Occupational Health and Safety Organisation. It was the first time a team from THORN Lighting had competed, and it is hoped that two teams will be recruited for the competition next year. The team members were from left, Ian Brown, Eddy Baker, Alistair Halifax, Amanda Clarke and Richard Copson.



Assistant production supervisor Brian Waldron congratulates Belinda Moss, who celebrated her 21st birthday on April 18. Presents from her friends in the pilot plant included a gold necklace.



Louise Keightley, of pilot plant, with some of the gifts she received when leaving to have her first baby. The presents included a matching cot set.



Gill Fletcher, office supervisor of Leicester bulk warehouse, has been promoted to distribution office manager of the Birmingham depot. Gill started with THORN Lighting as a telephonist/ clerk when the Warehouse was at Fleckney, and was promoted to office supervisor after the move to Leicester in 1983. The photograph shows Les Hooper, bulk warehouse manager, presenting gifts to Gill from friends in the bulk warehouse and TELC office.

Julie Warrington is the new office supervisor.

## SCHEME AGREED

### Enterprise training at Leicester

**THE Manpower Services Commission launched a new scheme this year for the more enterprising youngsters leaving school.**

They will be encouraged in entrepreneurial skills in their chosen training schemes, or to become part of the co-operative type companies, or to start their own small businesses.

All managing agents of existing schemes, if they wish to achieve Approved Training Organisation status, will now have to introduce Enterprise training in their existing schemes.

Several consultancy companies have been commissioned to set up a series of pilot schemes with the aim of concentrating purely on the entrepreneurial/marketing and business skills rather than the normal run of YTS scheme.

*The consultancies will choose as wide a variety of organisations as "hosts" to their schemes as possible.*

Quantum, the consultancy operating in the Midlands, asked the Manpower Services Commission Large Companies Unit to suggest companies that would be best suited for the pilot schemes they wished to run.

THORN Lighting, Leicester, was one of four companies which was recommended because of its excellent reputation for innovative training and interest in the development of training.

THORN Lighting at Leicester is the only company in the country with a local authority prepared to back an Enterprise scheme hosted on its site with working capital.

An Advisory Committee has been set up in Leicester consisting of Leicester's Training Co-ordinator, a member of Quantum, and the Employment Senior Assistant of Leicestershire County Council.

There will also be involvement by the local Manpower Services Commission. This committee will advertise for up to 15 youngsters to join an "up-market" Youth Training Scheme, who will spend about two years being hosted by THORN Lighting, Leicester, to learn all the skills necessary for them to be in a position to start their own small businesses under the Enterprise Allowance Scheme in the third year.

It is not known until the youngsters have joined the scheme what job skills they will want to learn,

but they will follow a common scheme of being given a working knowledge of what is involved in starting up and marketing a small business.

They will have their own instructor, funded by the Manpower Services Commission, who will guide and motivate them through a series of lectures on business skills and visits to various Small Business Advice organisations.

*The instructor will also arrange for the trainees to join the appropriate small businesses for work placements.*

They will not be used on site at THORN Lighting, Leicester, for work experience, and the work placements that the Site Training Department will seek to use will be for their existing THORN Lighting Schemes only.

The scheme will be completely autonomous, with THORN Lighting acting as hosts to the trainees and their instructor for the two years the pilot scheme is due to run.

If it is successful there is a possibility that THORN Lighting at Leicester will be used to publicise a national launch of Enterprise in Youth Training.

## Runner raises £200

**MONTHS of training paid off for Andy Horsey when he was accepted to run in his first marathon — The London Marathon.**

Andy travelled to London by coach on Saturday morning with his club, Stilton Striders AC to register. Then it was on to Croydon to the hotel for the night. A couple of drinks (squash) and it was time for a good night's sleep.

A 6.30 rise on May 10 was followed by a light breakfast of tea and toast. His kit bag ready, complete with running vest (donated by workmates and printed *I run for B.E.S.T.* and it was on to the start.

Only minutes away, with butterflies in his stomach and a now or never feeling, the 9.30 cannon fired and 21,000 runners started from Blackheath Common on the 26 miles 385 yards to Westminster Bridge.

It took two miles before Andy knew he was running due to the sheer volume of people and the feeling of being literally carried along.

Next, it was round the **Cutty Sark** (six miles), on to Tower Bridge (12 miles), then the Isle of Dogs on a circuit of the old docks, back to the carpeted cobbles (22 miles), and along the Embankment, where the crowds overwhelmed all the runners with their noise and enthusiasm.



Up The Mall, into Birdcage Walk and, knowing the end was finally drawing closer, Big Ben, and the most satisfying moment of all — over the line!

Andy's time was 2 hours 49 minutes and 40 seconds, and his finishing position was 1168 places behind the winner, H. Taniguchi, who had finished 40 minutes earlier. A time to be proud of when you consider the 21,000 starters.

Andy, however, had another reason to feel proud — he had raised £200 for this year's adopted charity, B.E.S.T.

## At the touch of a button

**EVERYTHING THORN Lighting's managing director needs to know about the state of the business will soon be available at the touch of a button.**

His computer will respond instantly informing him of the latest sales performance, cur-

rent stock, and the day's forecast.

The press-button facility will be entirely due to the work now being carried out in Leicester by the computer development team.

Detailed work is going on benefiting the business in many ways, including such areas as manufacturing cost control,

finance, accounts, payroll, marketing information, and research and development support.

As is the case with lighting technology, jargon and terminology is rife, but the next issue of *THORN Lighting News* will concentrate in an easy-to-follow guide on computing within our business.

# A GREAT TEAM OF PEOPLE

**THE taxi from Darlington station pulled into Spennymoor factory at 12.30, late thanks to British Rail.**

The place has changed since my previous trip as certain buildings have been demolished. But the atmosphere was one of welcome, and I was pleasantly surprised as the taxi driver clearly wasn't used to being tipped — unlike the cabbies of London!

I had been invited to Spennymoor by the *Watts News* newspaper committee. I like factory visits as my world, apart from once working at British Steel's Corby plant, is usually spent with a pen in the hand.

Although having been before I still knew little of Spennymoor and greatly looked forward to gaining a better impression of its people and the work carried out there.

Spennymoor is a smallish town in County Durham, yet it has a distinctive blend of industry and countryside, a long way from the total hustle and bustle of London. Spennymoor is friendly and not so large as to feel lonely.

*You have to take a few knocks if you're to survive in business, and Spennymoor has had its fair share. There have been cutbacks in the size of the workforce plus a reshaping and redirecting of priorities.*

In addition, with Domestic Appliances now sold to Electrolux, the site has been split with lighting now being very separate. In fact, some of the joint buildings have all been pulled down. But, as Clive Wheeler and John Pegg will tell you, Spennymoor is now in a much stronger position than five years ago.

The future can be viewed with a sense of confidence and one can start to think in terms of growth. Why? Well, as my visit proved, it's not just the buildings that are getting a new look.

Assembly of Quattro fitting



My guide for the tour was training manager Maurice Fishwick, who never runs short of enthusiasm. First stop was fittings manufacture and Spennymoor's pride and joy, the 'Salvagnini' machine, which produces the new Quattro range of fluorescent fittings. This computer-controlled machine can form a sheet of metal into a luminaire body within 90 seconds.

These machines eliminate the need for special tooling and greatly reduce time scales, giving greater flexibility. For instance, a batch of 500 bodies can be produced from one machine in little over a week, compared with four to six weeks when using multiple press brakes.

*Such flexibility is vital because the future will be about supplying customers on a shorter time base.*

The moulding shop is another area whose efficiency has benefited from new machinery. Injection moulding machines are now micro-processor controlled and these 350 tonne machines are equipped with robotic 'pick and place' units to lift components from the moulding tool.

Further machines also produce aluminium louvres which are becoming increasingly popular in today's modern office.

Next on the agenda was the paint shop, split roughly into two with the huge 'Popular Pack' production runs, and the smaller powder plant for control boxes and such like. Thousands of litres of paint are used each week with wastage being kept to an absolute minimum.

One reads a great deal about the increasing use of machines but inside Spennymoor is a marvellous display of craft skills and trained people.

The hand paint sprayers, for instance, made it look so easy. So much so that perhaps I should have brought my old T registration car up for a respray!

If the 'shops' we had visited were the centrepiece of fittings manufacture then C4 and C5 shops also play a major role dealing with the control gear end of the business — wound and electronic. All discharge lamps and that, of course, includes fluorescent tubes, require a means of controlling the current passing through them.

Most types need a voltage higher than the mains to start — hence the need for control gear. On entering the control gear section I tried my best to act as knowledgeably as possible. To be fair, I am OK with fittings but I had little understanding of what goes on with control gear.

So I plucked up courage: "What happens here?" I asked John Wheaton who has the physique of a weight-lifter and was working flat out with heavy copper windings.

John declared that he was constructing 1.5kW chokes for Hereford's football floodlights and today's batch was heading for West Ham, which brought joy to my heart, being a Londoner.

How ironic, I thought, if we beat Newcastle next season under his floodlights! In addition to the traditional craft skills are the automated lines, which reach their pinnacle with the electronic ballast.

The future of lighting linked with the exploitation of electronics, and the latest methods have been incorporated at Spennymoor. Development has centred on upgrading the production of printed circuits.

Machines automatically select components, test them, insert them into printed circuit boards (PCB's)

solder the boards and test the finished circuits. Towards the end of the production cycle PCB's are soldered in a drag soldering machine — boards are "dragged" over a flux bath and container of molten solder.

Circuits finally pass through automatic test unit stations. End results such as the high frequency ballast and Electronic Par are selling well.

The tour ended due to time constraints, with Maurice still going strong, in the drawing office. To me, this heralds a new era with the emphasis on computer screens and keyboards. As John Ditchburn explained a new look has overtaken the office as a multitude of workstations from Ferranti have now appeared.

One of the strengths is that these reduce tedious routine and "house-keeping" work, releasing the user's time for more creative activity. The system enables draughtsmen to become more closely identified with the final products.

The linking of Spennymoor with Hereford and Enfield results in greater all-round awareness of new product work and each other's problems, plus less time spent travelling to attend distant meetings.

*Eventually, the design process will extend into manufacture, and machines producing parts will be controlled directly from design information.*

My impression in a short few hours is that the people of Spennymoor intend to stay the course. This is not because I am, as the *Daily Telegraph* once called me, the paid mouthpiece of the Company but because I regard THORN Lighting and Spennymoor as a kind of family unit with a great team of people within it. I hope it is never lost.



Testing electronic ballasts



Above: The new-look drawing office



Above: Electronics at work sorting components.

Testing control gear



## Around the Spike

### SOFTWARE SCIENCES

The Post Office has awarded a £15m contract to Software Sciences for the first stage of a computer project to revolutionise counter service, through automation, in 250 Post Offices in the Thames Valley area.

The plan is to modernise

and improve the national network of more than 20,000 Post Offices.

### MICROLOGIC

Marks and Spencer has awarded an order worth £3.7m to THORN EMI Micrologic for its Standalone point of sale systems (SPOS). The order follows a successful pilot of 300 terminals in nine stores,

and is to equip a further 50 stores with 1400 sales points.

### EMI

The evergreen popularity of the Beatles is reflected in the release on compact disc of the first four Beatles albums *Please Me*, *Please Me, With the Beatles*, *A Hard Day's Night* and *Beatles for Sale* by EMI Music, Worldwide. Further

Beatles CDs will be issued this year.

### COMPUTER SOFTWARE

UK supermarket giant Tesco has installed a computerised office automation system called HOST from THORN EMI Computer Software at its headquarters in Cheshunt, Welwyn and

Hertford.

The system will assist in the flow of constant communication between the three sites, and also with ten distribution depots throughout the country.

Tesco expects the system will pay for itself within nine months of purchase.

# Show grabs US

**THORN'S International Division recently took part in North America's principal lighting exhibition.**

The fifth International Lighting World Exhibition was held in New York at the Jacobs Jacobovits Convention Centre. Built last year, the centre is the most prestigious of its kind on the East Coast of America.

The exhibition was attended by all the major lighting companies in North America and by more than 15,000 trade visitors during the three days.

The response indicates that THORN is in a good position to make a breakthrough in the American market.

THORN manufactured products were on display alongside products exhibited by our US distributors — North Star, Voltarc Tubes and Microlamp.

THORN was shown to have the expertise and range of products to be as successful in the American market as in many other countries around the world.

An invited audience of electrical consultants, contractors and news media was so impressed by Bob Bell's presentation of the Arcstream light source, that Bob was invited to present a paper to the American Illuminance Electrical Society.

A great deal of interest was shown in the Arcstream lamp, which was demonstrated with the Legato uplighter and the Sunspot Floodlight. There was a good display of 2D light sources and fittings designed specifically to meet the needs of the North American market.

New Lightstream and Arcstream products are to be shown at next year's Lighting World Exhibition.

# China's needs met

**CHINA'S second largest tungsten wire factory is to be supplied with a new production line under the terms of a £1.5m contract.**

The contract, awarded to Lamp Metals, involves the supply of equipment and staff training for the Ganzhou plant. The factory, which is more than 50 years old, is located in Jiangxi province, one of the country's most important metal mining areas.

Negotiations and contract signing took place in the UK by a delegation from the China National Import and Export Corporation.

THORN will supply ten types of processing machines. The equipment will increase the factory's annual capacity to 300 million metres, representing a production increase of 50 per cent. The product can be used to make filaments for almost all of the light sources that China needs. Delivery is scheduled for the end of this year.



THORN Canada is based near Toronto.

# A WORLD OF



Above: the factory at Vicenza, near Milan, Italy and, below, the factory in Sweden.



**FEW people realise that THORN Lighting has carved out a significant share of the world lighting market.**

Overseas sales are the unsung success story of recent years and, for the first time, more than half the turnover is now generated outside the UK. Yet, ask people to name a few THORN Lighting overseas companies and most will scratch their heads.

Although we each have our own local loyalty, a world outlook is vital. It is not any more merely a case of "nice to know", but is now a "need to know". For that reason we outline below the overseas operations.

The future is about world markets, which means more exports and greater production from UK factories. It also offers the chance to be world class.

**AUSTRALIA (pop 16m)** Similar in size to the New Zealand operation, Australia aims to expand its market share, particularly in the field of display and floodlighting. In the past, it has focussed on fluorescent and industrial lighting. Chief executive: Brian Conner.

**AUSTRIA (pop 7m)** Thorn Licht Austria was established in 1968. During 1971-73 three branches were established to give service to clients in the West, Centre and South of Austria.

The Head office, formerly in the centre of Vienna, was moved to the outskirts, where the central warehouse is situated.

Being a retail orientated company, a sales programme has developed concentrating on specification business. Chief executive: Florian Brigg.

**CANADA (pop 24m)** This highly competitive market mirrors the US in many respects. THORN Canada is based near Toronto and sells to contractors and end-users primarily through wholesalers. Chief executive: Bill Agnew.

**DENMARK (pop 5m)** A similar wide range is marketed in Denmark, with 2D and low voltage now adding a new dimension to the activities of THORN Belysning of Copenhagen. The Arrowslim fluorescent fitting has been particularly popular with the Danes, with more than a million sold in a country populated by only five million people. Chief executive: Arne Tholle.

**FINLAND (pop 5m)** Only established in 1981, this company is a subsidiary of Thorn Belysning AB, Sweden. The office is in the capital, Helsinki. Manager: Jussi Tuompo

**FRANCE (pop 53m)** Established in 1958, THORN Eclairage, based near Lyon, markets a wide range of lamps and fittings throughout France. The range is strongly orientated to lighting systems and the latest high technology, low energy developments. Good growth is anticipated. Chief executive: Bill Loscombe.

**GERMANY (pop 62m)** The largest European market for lighting and THORN has had a factory at Neheim-Husten, near Dortmund in the industrial Ruhr, for many years.

The Company originally set up a German subsidiary, THORN Licht, in 1957 but purchased Kaiser Leuchten in 1979 and combined the two operations at Neheim. Some 348 people work at the factory, warehouse and office.

The Australian factory in New South Wales.



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# German job gives Jane a challenge

**THE world of business has been international for many years — in some businesses like THORN more than others.**

It has led to an increase in the number of people, the expatriates, who work away from their home country and language in a quite different environment.

Jane Townsend, previously based at Enfield, has recently travelled to THORN Licht in Germany to take up the position of marketing manager. She talked to *THORN Lighting News* about the move.

Jane's appointment followed an extremely busy schedule in the UK, being responsible for various international marketing activities in the European countries. She was based at 284 Southbury Road, Enfield. Before joining THORN Lighting she was a member of the marketing department of a small laminating equipment manufacturer dealing in Europe.

## What made her move to Germany, leaving the familiar Enfield scene behind?

"I believe that it is necessary always to widen your knowledge and understanding. This requires a conscious effort. You cannot just get on a bus and hope that it takes you to the next stop. The change to Germany was such an effort and it represented a challenge!"

On arrival did she find the language a barrier? "Not at all, having been dealing in the past in French and German, plus, of course, visiting the countries on a fairly regular basis."

Was she not perhaps giving up a great deal in becoming an expatriate? "As a single person there is virtually no restraints on relocating abroad, although I do sometimes miss the variety of entertainment offered in London."

On the home side there is no crowded and costly commuting as I am simply three minutes away from the factory here in Neheim.

Also, the size of Neheim, and the whole German operation, together with my colleagues, makes



Jane Townsend

daily communication far less formal and far more enjoyable."

However, Jane honestly admits that the earlier start time of work has taken a little while getting used to and going without a few favourite meals can be annoying.

Does she keep in touch with the UK? "Yes, but only on a fairly irregular basis, certainly not every day. It's interesting to see media coverage here at present concerning the tennis. And, of course, I visit the UK for the odd international review meeting to catch up on all the chat."

Of the general work situation Jane is continually kept busy marketing products to THORN Licht's customers. Has that come easy?

**"Fortunately, with a good background in lighting, I have applied to the German market some of the experience and thinking learnt from other fields."**

Most business here is generated from the commercial fluorescent products and we are all looking forward to good results from the new Modulight range. In addition, the response from this year's Hannover Fair was very pleasing with plenty of interest being shown in the new products."

Does she plan to return? "To be quite honest, I'm not anxious to return just yet. This is a firm commitment on my behalf. I have always enjoyed my workplaces and I hope to do so again."

# It's variety is endless

**THERE seems no end to the variety of lighting applications using THORN Compact Source Iodide (CSI) high technology floodlights.**

Exterior lighting ranges from the vast New York Shea Sports Stadium and Sri Lanka's Sugarthadasa National Stadium to the decorative effects achieved for Disneyland's giant EPCOT globe in Florida.

Originally developed for lighting football pitches to lighting levels required for outdoor television, the CSI lamp has become an essential tool in many other areas, and has completely superseded the giant carbon arc lamps previously used. Recent contracts in Sydney, Australia, underline this.

Mobile Tower Hire Services are using a bank of 36 floodlights on columns to light Ferry Quay in front of Sydney Harbour Bridge. They have three sets of 36 floods and two smaller 12 head units. The system is made of lightweight aluminium and can be detached from the tower in less than 10 minutes.

Prior to this, Australia has used 1kW CSI floodlights to light beach surfing carnivals, and 220 floods brought Channel 10 TV's *It's a Knockout* production to life.

- Nearer home, THORN Eclairage has floodlit the Krier factory with SONPAKS near Lyon. This building is on the edge of the Paris — Lyon motorway.

- Lightstream and SONDL uplights and Lopaks has been installed in the Quinns Shopping Centre, Dublin.



A view of the New Zealand factory in Auckland.

# SUCCESS

as centred on 2D fittings, low voltage and low current systems. Chief executive: John Finlan.

ates in Germany specialising in supplying lamps to industry like BMW. Chief executive: Ludwig Jahn.

(m) Based in Dublin this operation has a healthy business looking to further business with new products. Chief executive: Sean Hayes.

SIVI Illuminazione SPA has a factory at Vicenza, trading firm in the incandescent market has recently exciting fittings with 2D spearheading the way. Chief executive: Carlo.

(pop 3m) This Auckland-based subsidiary dominates the New Zealand market with offices throughout the country. It is anticipated from emergency lighting, road lighting and discharge lamps. Competition is fierce, with producers like Korea and Taiwan. Chief executive: [Name obscured].

(m) Business is concentrated in the major cities of Stavanger, and is slanted towards the oil and gas industry. High pressure sodium fittings are popular, due to the severe winters. Chief executive: Knut Stormby.

(pop 26m) Small subsidiary, highly experienced in tungsten halogen business. Chief executive: Karl [Name obscured].

(n) THORN took over an existing agency in 1963. The parent company AB bought its own factory ten years later. It is now specialised in commercial and industrial floodlights and 2D luminaires. Chief executive: [Name obscured].

was fully outlined in our last issue. Managing Director: [Name obscured].

fully owned operations are the agencies. Since it is based in all territories, much of the international business is done through having a strong agency/distributor.

to local cultural nuances in a way which cannot be done from a distance. They are more likely to be aware that different associations. For example, in the Far East, the colour of death, and in Arab countries certain colours, or symbols, are specially favoured. Local agents will also know that certain phrases have unfortunate meanings when translated! In all 140 territories is backed up by sales staff at the Division's Romford office. Also based at Romford is a project engineering service.

have been in from the start, such as G Th Pierides and [Name obscured] appointed nearly 40 years ago.

rdine Engineering in Hong Kong, are relatively new. Hong Kong has seen tremendous growth with the opening of the Jubilee Sports ground, Maxim's restaurant and other notable installations.

of lighting shown in the illustrations serve to underline the scope of THORN Lighting's contribution



Above: assembling 2D fittings at the factory near Dortmund, Germany and, below, inside the Australian factory.



# What the papers say

**DANGEROUS and faulty light bulbs are on sale in stores, consumer protection officials warned.**

A 43-year-old man received an electric shock when he tried to fit one of the cheap, German-made Narva brand bulbs. Barnsley Council is demanding that the bulbs, which cost about 25p each, are removed from shops.

*The Independent*

EVERY so often, a bloke in the saloon bar will tell you: "Of course, there was a bloke back in the 1920s who

invented a light bulb that would go on forever, but the lighting manufacturers bought the patent off him, and it is still locked up in a safe somewhere so they won't all be put out of a job."

*Local Newspaper*

THE evidence of the group's commitment to the future can be seen in its steady stream of new products. These include light sources, such as a single-ended 150W metal halide lamp, called Arcstream and smaller low-voltage tungsten halogen lamps.

The recently launched Arcstream

has its first application in a range of uplighters called Legato. It will also be used in floodlighting. The light-stream range has been extended to include the tiny 35mm diameter low-voltage tungsten-halogen lamps (previously they were 50mm across) and luminaires for them.

Evidence of investment in marketing is provided by the launches of these new products. The chief engineers from stores such as Marks and Spencer were invited to see the disco razzmatazz of the Lightstream/Arc-

stream launch. "With all the high-street names there," said one THORN employee, "it was like walking down Oxford Street."

So far this year the firm has launched at least a new product a month. According to Bryce: "There will be no slacking in the pace." He sees the market for lighting in retail stores as being particularly buoyant.

*Electrical Review*

STARTLING advances in display and commercial lighting have been unveiled by THORN Lighting. Smaller still

and smaller is the message in low voltage lighting with the tiny new 35mm diameter tungsten halogen lamps which feature in the expanded Lightstream range. Brighter still and brighter is the powerful 150W metal halide lamp, called Arcstream, with associated luminaires.

*Shop Equipment News*

## COMPANY HISTORY

# MASTERSTROKE IN AMERICA

WE pick up the review of the Company's history after the Second World War, dealing with the 1940s and 50s.

1946: Government contract work began to fall off rapidly and all sorts of new ideas were explored. Incandescent lamp operations began at Merthyr, actually Hirwaun, from a one-time ordnance factory.



Above: Filament mounting department at Enfield in 1949 and, below, a show stand of 1950.

1947/48: Jules Thorn pulled a master stroke in America with a 15-year technology transfer agreement with the giant Sylvania to manufacture fluorescent lamps. With the new high speed plant at Enfield, THORN became the first UK firm to mass produce fluorescent tubes.

The new 'vertical unit' increased capacity to 50,000 tubes per week — previously, 1,000 a week was the limit as they were hand coated and bench pumped. The first Atlas street lighting lantern was introduced using three 5ft tubes!

1949: THORN ventured into television with the production of the famous Ferguson 941 nine inch set. From this model on-

wards, THORN had a measurable share of the television market.

1950: THORN Electrical Industries' first significant takeover took place which set a pattern for the future. The strategy was to find a creaky competitor, take him over, transfer production to THORN's newer plant, and thus increase market share and volume.

Ekco Ensign Electrics was the first target and Ekco hived off 51 per cent of its lighting side to THORN. Included in this takeover was Kent Street, Preston, which was started in 1921 by FT Green and his brothers, and had been part of Ensign since 1930. Among the products produced was the locally named Ribble lamp, priced at a shilling.

1951: New showroom opened at Shaftesbury Avenue.

1952: Improved cathode design doubled fluorescent tube life to 5,000 hours. More importantly, the Spennymoor factory of Smart and Brown Lighting was taken over for fittings manufacture. The site had previously been an arms factory making ammunition.

At the time it was little more than a series of scattered sheds — widely spaced, of course, for safety reasons.

In the same year, the laboratories were moved from Tottenham to the present Enfield site.

1954: First 'Atlas' Popular Pack



Fluorescent tubes light the Earl's Court Motor Show, 1951.

5ft 80W fitting introduced by Spennymoor — a forerunner of the modern pack-type fluorescent fitting. The 'HD' Popular Pack was to become the world's biggest seller and nearly 60 million have now been produced.

Previously, fluorescent tubes were sold separately giving rise to the "boy on a bike" problem. Apparently, many accidents were caused by messenger boys, including the now celebrity Arthur Mullard, trying to balance fluorescent tubes over the handlebars.

1955: Three major competitors — British Thomson Houston (Mazda), Edison Swan Electric (Ediswan) and the Metropolitan-Vickers Electric (Metrovick) — combined to form AEI

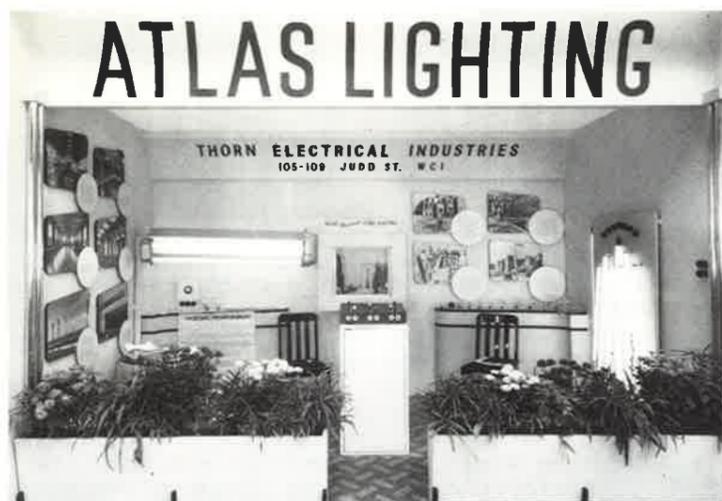
Lamps and Lighting, a company later merged into THORN and one which we shall hear more of in future issues.

1957: Atlas Lighting was formed as a separate company within THORN Electrical Industries because of expanding activities in other domestic products.

1958: The Alpha One sodium lantern wins a design award at Milan.

1959: The year began with the millionth Atlas Popular Pack being produced from Spennymoor factory and ended with the opening of THORN House — a new head office. It was one of London's tallest and most modern buildings.

● Next issue: The swinging 60s and high tech 70s.



## Hotline

**THORN EMI plc has sold the Ferguson TV operation to the French nationalised electronics and defence group Thomson for £90m.**

Ferguson, which had sales of around £300m, is the brand leader in the UK television market. Colin Southgate, THORN EMI managing director, said that his major disposals were now over.

THORN would concentrate on expanding its core businesses, which includes lighting, retail and rental, music, electronics and Kenwood, by both organic growth and acquisitions.

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THE small sales office at Ferry Lane, Tottenham, closed at the end of June. Staff were transferred to Charlton and to Enfield lighting laboratories.



Flameproof luminaire

A new range of hazardous area flameproof, fluorescent luminaires, manufactured at Hereford, has been added to the 'Invincible' range.

The products which comply to a whole host of rigorous standards are available in all sizes from 600mm to 1800mm with a common housing for both single and twin versions.

The 26mm diameter Pluslux tubes come as standard with the luminaire although the lampholders will take 38mm diameter tubes, if required. A choice of switch start or electronic start circuit is offered.

Applications include petrochemical works, paint shops, spray booths, as well as other hazardous areas where an explosive gas/air mixture could occur, and it is ideal for offshore use.

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PIAZZA, a neat and stylish precinct bulkhead, has been launched by THORN Lighting.

The fitting, primarily designed for use with 50W or 70W SON lamps or an 80W mercury light source, is being manufactured at the Hereford factory.

Paul Marsh, a product manager within the Lighting Systems Division, stated: "Piazza has

been designed to meet the demands of modern day precinct and security lighting. It is functional in character but attractively designed to blend well into any public amenity environment."

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THORN EMI Lamps and Components has introduced two new products.

First, a further addition to the 2D lamp range — the 16W 3500K lamp. This new version delivers a "whiter" light ideal for commercial interiors such as offices and exterior bulkheads. It brings the total 2D lamp range available from TELC to eight, ranging from 16W to 38W.

Secondly, new electronic transformers for the growing low voltage market have been launched. These enable designers and manufacturers to create a new era of spotlights. The electronic trans-

former offers increased efficiency, cooler running and, above all, greater flexibility in use.

In addition, five publicity brochures in full colour have been printed to help increase sales. They cover tungsten halogen, electronic transformers, Arcstream, compact fluorescent and general display.



Piazza bulkhead

# SAFETY SCORES AGAIN!

## Outstanding achievement

THORN Lighting, Hereford, has again won a safety award from the British Safety Council. The award was for reducing the accident incident rate to below the national average for the industry.

The British Safety Council is a world-wide body with 32,000 member companies covering 100,000 premises, employing about 14 million.

The award is an outstanding achievement by the employees of the Hereford site, whose safety awareness is heightened by safety officer Ernie Lawrence and the Health and Safety Committee.

It is the sixteenth successive year of attainment, and stands comparison with any other local or national employer in our industry.



Three types of lamp, all from Leicester, spectacularly illuminate the entire headland of Barry Island, encouraging visitors to enjoy the area by night as well as by day. The light sources are CSI, SONDL and MBI.



**LIGHTING the way - Omega Lighting has repackaged and re-launched 121 incandescent lamps under the Mazda Stylelight brand name.**

The range includes standard GLS Lamps, decorative lamps in a variety of shapes, colours and finishes, spotlights and some fittings. To help you choose the right lamp, products are available in blister packs allowing instant recognition in terms of type, cap and finish.

## Cyprus gives big order

**A LARGE important order for street lighting has been won by the company, which will mean substantial work for the Hereford site.**

The order was won against strong international competition and will be worth more than £600,000 in sales value.

The customer, the Union of Cyprus Municipalities, is a collection of small boroughs in Cyprus which group together for a single tender.

Fittings to be supplied are Beta 79 and Alpha 8 - all in cast aluminium - and the number supplied will be almost 17,000.

Among our competitors were Phillips and French Mazda, but following a visit by three representatives to the Hereford factory from Cyprus they were

sufficiently impressed by our quality and performance to award us the contract.

Their preference for cast aluminium as opposed to glass re-inforced plastic was due to the high temperature conditions that prevail on the island.

The order will provide work for our foundry and assembly departments, and is a significant addition to our production programmes.

LIGHTEX '87 Road lighting products including the Alpha 8 and Beta 79 will feature on THORN's stand at Lightex '87. Held this year at Blackpool from September 29 to October 1, it is among the UK's leading street lighting exhibitions. Included is the new Piazza bulkhead range

aimed at improving the inner city environment.

● THORN Lighting has recently been awarded the contract for lighting the Penmaenbach Tunnel on the A55 road along the scenic North West Coast. Work will commence this year on the installation of SON and fluorescent (electronic ballast) tunnel luminaires.

● Staying on the roads, several tunnels in the new Gatwick air terminal complex have been lit with SON fittings. They are cornice-mounted and produce an even luminance over the road surface and walls of the tunnels. The lighting is switched in four stages between the maximum level (summer) and the night time level.



**BSC's Moss Bay Works in Workington - where railway lines are manufactured for BR's 125 network - has been given the high pressure sodium lighting treatment.**

A high illuminance allows the indoor inspection of rails - the only plant in the world able to do so.

## ALL THE WINNERS



The Editor, Hugh King, and the Assistant Editor, Rachel Godwin with the avalanche of Spot the Difference competition entries.

**LAST issue's Spot the Difference competition proved to be a winner in itself.**

We had more than 500 entries, everyone hoping for a British Telecom Slimtel one-piece telephone. The ten winning entries picked from the hat are:

Honora Brown, Moulding Shop 97, Spennymoor; Hazel Mawghan, C Shop 51, Spennymoor; Karen Underwood, Commercial Accounts, Leicester; D. Alexander, Design Office, Lincoln Road, Enfield; F. Brown, Sales Office, Belfast; Linda Hignett, Packing Room, Preston; D. Davidson, Production Engineering, Merthyr Tydfil; F.H. Morgan, Foundry, Hereford; D.S. Dickler, Tool Room, Lamp Press-caps, Edmonton; Vandana Patel, Omega Lamp Works, Rodney.

Well done to the ten winners, and thank you for a terrific response.

● This issue's competition is a must for all budding photographers but you don't have to be David Bailey to win! We're looking for snapshots in the following categories:

- Best People, including children
- Best Scenic Picture
- Best Animal Picture
- Worst Picture I've Ever Taken!

The winner in each category will receive a clock radio, ideal

for travel as it weighs only 8oz. The runner-up in each category will receive a handy calculator and currency converter.

Pass your photograph either to your site correspondent or send to Rachel Godwin, Southbury Road Site, Enfield. Don't forget to include your name, department and site and state which category opted for.

Closing date September 11.

## Snapshot Contest

Name \_\_\_\_\_

Department \_\_\_\_\_

Site \_\_\_\_\_

Category \_\_\_\_\_

# A NEW ERA DAWNS

**MUCH has been made of Arcstream — the new discharge lamp which is being made at Leicester — and that's because it exemplifies the saying, "Small is beautiful."**

The lamp combines the energy-saving benefits of discharge lamps with the small size and crisp white light expected from tungsten halogen.

Demand from retailers is already extremely high and, for the first time, discharge lamps will be found lighting our high street shops creatively and dramatically.

Who are the people responsible for developing the lamp? Dr Bob Hall, technical manager of the discharge lamp division, said ex-

perimental lamps were first produced at the beginning of 1984 by Barry Preston and Kevin Hick.

When it became apparent that the lamp had potential, Steve Hollis and Roy Wann were brought into the team to look at the ways in which the lamp could be manufactured.

Bruce Rambledini took up the development and refinement of the pinched seal — one of the most vital elements of Arcstream's structure.

Ian Connor was then given the task of establishing the production unit and turning all the lab-work into the reality of a saleable product with the help of his skilled production team.

Finally, with an eye to the future, Kevin Hick and Gary Caunt continue to look at new versions of the lamp while Barry Preston co-ordinates all the development work.

Arcstream is widely believed to herald a new era in lighting and, thanks to the team at Leicester, THORN continues to be first in the field with new technology.



## VOICE

by The Editor

**THORN Lighting has entered a brave new world — that of display lighting. The Company has over recent years introduced new low voltage Lightstream lamps and fittings.**

When Lightstream was launched, things would be different we were told, and yes, for the first few months orders kept on increasing. But that did not last long.

The competition introduced new ranges, cut costs and kept delivery promises.

Business became tougher but still THORN kept on performing well. One day though, sales could stop rising and may even fall because the customer has become more aware of service. Shops can no longer afford to shut and wait for new fittings to arrive.

Time means money in today's high street. Unless the customer is offered an efficient service that will be the end of the sale, and that will be the end of us.

### Pity the fools

A fool and his money are soon parted, so the saying goes. The newspapers are full of consumers purchasing cheap, poor quality light bulbs — in fact, we publish an example in the *What the papers say* column.

Salesmen are always complaining about imitation Popular Packs and tin bashed fittings. There is plenty the customer can do to protect himself. The main thing is to look for the safety marks — they are the assurance of safety.

There is plenty we can do. Quality and reliability have been our factory watchwords. Let us remember THORN fittings are safe, and keep our eye on manufacturing quality.

### OPPORTUNITIES

"Not my product, John", says the factory worker. "Nor mine" comments the salesman.

In order to prevent the world turning into a giant pool of treacle where no one can make anything move, communication becomes ever more important.

New types of lighting are now being offered — Arcstream, 2L, Mazda, Quattro, Piazza and Lightstream.

There are fresh opportunities for more sales. And there are new buildings being constructed every day. Keeping up with these is vital and profitable. Ignore them, and we will all lose out.

# On the up and up!

**MORE than 60,000 people have visited the Business Design Centre, London, since its grand opening by the Coldstream Guards.**

Thousands of the visitors have looked in on the THORN Lighting showroom, where many orders have been received from overseas and home customers.

The orders include £35,000 or Arena to light Kodak's Regent Street shop and uplighting worth £90,000.

Showroom personnel Marion Richards and Brian Howarth expect further interest as a result of the latest Legato uplights and low voltage fittings.

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RAUNCHY rock star Tina Turner and her album *Private Dancer* have scored a hit on both sides of the Atlantic. And the Company scored its own hit announcing profits before tax of £160m for the year to March 31, against £105m last time.

The surge caught the City unawares and THORN EMI shares climbed to 798p. The group has now shed the businesses it felt would never make the grade which lead to sales slightly lower at £3,326m.

THORN's remaining businesses are surging ahead. Profits from TV rental were 30 per cent up and from computer software 200 per cent higher.

Music has improved with compact disc sales and Rumbelows has increased market share. Even Inmos was nearly breaking even by the fourth quarter of last year.

● **LIGHT TIMES** — the colour supplement in this issue is all about the Halogen Lamp Division, the new products that have been recently introduced, the OEM package concept, the worldwide nature of business, and also illustrates non-lighting applications for halogen and other lamps.



New reflectors for racking and warehouse applications have been added to THORN Lighting's Popular Pack range of fluorescent luminaires. Glare-free and effective illumination can now be achieved.

## Airfield range widens

**THREE new additions to its airfield lighting range were introduced by THORN during the recent Airport '87 exhibition at Hurn Airport, Bournemouth.**

The fittings are designed for runway, taxiway and approach lighting with the increasingly stringent needs of the jet age in mind. All the products are protected against jet-blast damage and thermal shock as heavy aircraft, with powerful, low-slung turbofans would blast an ill-designed fitting out of the runway!

Reg Hymers, airfield lighting division manager, stated: "The new range will ensure that THORN maintains and increases its presence around the world's airports. The products are designed to extremely high standards, as aircraft safety is too important to allow for less than the best."



The new high intensity elevated runway edge fitting.

## Congratulations



Geoff Harper, Katherine Tickle and Tom Ellery.

**THERE was a huge turnout at Olympia to congratulate the winners of the THORN Lighting/Retail Attraction International Display Awards.**

The awards — sponsored by THORN Lighting and *Retail Attraction* — are for excellence in display.

Tom Ellery, the window-dresser from Debenhams, won the International Display Person of the Year Award. Chris Blackwell, Display Manager of Fortnum & Mason, London, won an award and trophy for the Best Department Store Window.

Alan Bowen, Promotions Manager, Lewis's, Leicester, won a similar award for Best Instore Display. Paul Raeside received a trophy for his entry in the Independent Shops Best Window Display.

### Topped

Southgate Technical College topped the list of colleges with Shelly Noelle Clark winning the Display Student Category, while Kevin Hathaway, Display Controller, DH Evans, Oxford Street, won the Display Lighting trophy.

## THORN LIGHTING NEWS

**THORN Lighting News** is the staff newspaper for all lighting employees. It is produced by the Public Affairs Department, Enfield, but the contents do not necessarily reflect official Company views.  
 Editor: Hugh King (Enfield x 2731); Deputy Editor: Rachel Godwin (Enfield x 2749) Correspondents: Enfield, Tom King; Spennymoor, Peter Almond; Hereford, Jeff Scourfield; TELC, Will Cameron; International, Ian Allan; Leicester, Steve Finnie; Merthyr, Ivan Maund; Omega, Maureen Hall; Preston, Ann Preece; Cardiff, David Harris; Birmingham, Graham Wortley; Larkhall, Joyce Dickson; Leeds, Kathy Smith; Charlton, David Tracey, and Manchester, Chris O'Connor.