

THORN LIGHTING NEWS

The Newspaper for all THORN Lighting employees

Light Sources

No. 3 September/October 1987

CASH DEAL LIFTS SALES

News in brief



Gloucester cathedral is lit by hidden floodlights made at Hereford. Yet products are only part of the Hereford factory story. Turn to centre pages for more details.

INSIDE

- Local News: page 2
- Photo competition results plus a new Spot the Difference contest.
- Six teddy bears to be won: page 3
- Company History. A review of the 1960's and 1970's: page 6
- News round-up: page 8



Mark Levett (left) is the recently appointed personnel director of THORN Lighting. Mark was previously with THORN EMI. Joining him on the main board is Mick Stringer, the new finance director. He has joined from Ferguson, where he held a similar position.

Working Together

WATCH out for THORN EMI's 1987 employee report, *Working Together*. Published in five editions, for all staff including Lighting, the new magazine-style brochure replaces the old annual *Headline* newspaper insert.

If you require copies of other editions please contact your personnel department.

THORN Lighting's position as the world's largest fittings manufacturer outside the USA has been further strengthened by a £15.9m acquisition in Sweden.

Järnkost, a subsidiary of the ASEA company, has been bought for cash with completion planned for the end of October.

Järnkost is one of the top light fitting manufacturers in Scandinavia. In 1986 it made sales worth £39m. It employs more than 1000 people, and specialises in the production of public and industrial fittings for outdoor and indoor use.

It was established at the end of the second world war, with control being acquired by ASEA during 1969 and 1974. Its headquarters are at Landskrona, Southern Sweden, where it is by far the largest employer.

The company has subsidiaries in Sweden (Roshamn Industri), Norway (Scalux A/S) and Finland (Orno Oy and Oy Alppi & Tarenus) plus a sales office in Holland. Furthermore, it has a 25 per cent interest in the Arabian Lighting company in Saudi Arabia, established in 1985.

Commenting on the acquisition, managing director Hamish Bryce said: "This acquisition is a key element in THORN EMI's strategy to participate substantially in global markets."

"I am delighted with this move as it will add significantly to THORN Lighting's established international position which, last year, enabled it to achieve more than 50 per cent of its sales outside the UK."

"Both parties will contribute to the new partnership; Järnkost has an excellent record of achievements, exciting and complementary products, design flair and additional market share."

"THORN Lighting provides international distribution, high technology light sources, and the management ability to integrate the companies. There are many synergies

and benefits in this strategic move for THORN Lighting."

Trade Union reaction has been favourable. Kurt Englund, shop steward for the engineering trades union, said: "We are tentatively optimistic. As ASEA has not been particularly interested in selling lighting fittings, and there has been a lack of know-how, it can be an improvement."

THORN's involvement will provide a firm foundation for future growth and stability for the Järnkost workforce, as well as possibilities in European markets.

Lars Redin, managing director of THORN Lighting Sweden, said: "Today, we have a factory only at Horn (80km from Linköping) with some 120 employees, but the acquisition of Järnkost gets us factories in Sweden and Finland."

Many people's reaction upon hearing that THORN Lighting had purchased a lighting company in Sweden was surprise. Why Sweden?

"THORN Lighting has for some time been looking to expand its activities either in the UK or overseas. The Järnkost purchase presented the ideal opportunity, and we were able to conclude the deal at the right price", said Bob Steele, director of International Division.

"Above all, the purchase gives us dominance in Scandinavian markets, and Järnkost, with its stylish products, dovetails, extraordinarily well with our business."

Many commentators forecast that by 1990 the lighting market will be controlled by a mere handful of companies. In specialised niches, there may be room for smaller con-



cerns but they will find the going tough. Companies in the middle may be squeezed out altogether.

Only those who dominate can prosper, and THORN Lighting, a core THORN EMI business, by acquiring Järnkost has assured itself a seat at the top of the table in Scandinavia.

Indeed, ever since the company was first established in 1928 there has been a history of successful takeovers from Ensign to AEI. It is a continuous process of change and growth, and Järnkost is unlikely to be the last firm that THORN Lighting will buy.

Already, other opportunities are being searched out both in the UK and in other countries. Watch this space!



The Natural History Museum's skeleton of a 70 million-year-old Triceratops is revealed in a new light. The grand old dinosaur hall, with its stunning architecture and beautifully painted arched ceiling, has been lit by Paul Clark with high pressure sodium and tungsten halogen lamps. The lamps were supplied by the Leicester and Enfield factories, using floodlights from Hereford.

Leicester offers improved range

NEW phosphor development has enabled Leicester factory to offer an improved range of Super Deluxe mercury lamps. It replaces the well known Deluxe series.

The Super Deluxe lamp — which produces five per cent more light than its

mercury equivalent and gives better colour rendering and colour appearance — will prove a bonus to those updating existing mercury installations.

Among early users are W.H. Smith Do It All, which has already lit its new store in Ashford Kent.

Left: Ashford Store, lit by Cardiff Engineer, Tom Fairhurst.

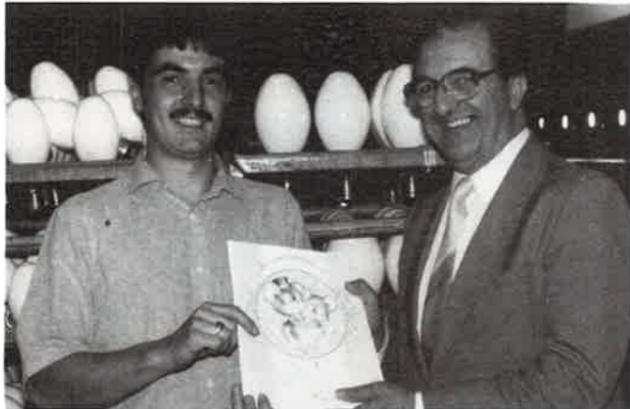




Lamp Lighter



Pradip Patel, of Short Arc, who was married recently at Leicester Register Office, receives a gift voucher from supervisor John Smalley to mark the occasion.



Phil Creed, of the Metal Halide Pilot Plant, was married recently at St James the Great Church, Birstall. Phil, who plays football for the THORN team, is pictured receiving money - collected by his friends - from supervisor John Smalley.



Short Arc supervisor Jack Flashman recently took early retirement after working for the company for 27 years. He is pictured receiving gifts from supervisor John Smalley.

LOOK AFTER YOUR HEART

EFFORTS to back a national Look After Your Heart campaign are underway on the Leicester Site.



Priti Majithia, of quality assurance, incandescent, with her newly-born daughter, Pooja.



Electrician Harold Sharp, above, is congratulated by chief electrical engineer Geoff Agar when retiring recently after 37 years' service. He played in the THORN football team for ten years, and was also well known in the Pilot Plant where, if anything went wrong, it was Harold for whom they sent. A collection by friends raised £94 for him.

The campaign - launched earlier this year by the Health Education Council - also involves other major companies throughout the country.

National television advertising has already begun on the influence of smoking, diet and exercise relating to heart health.

Currently, a Heartbeat Award scheme for restaurants and other eating places is being started.

At the Leicester site, the company is giving the Look After Your Heart campaign its own, three-point support:

- promoting the scheme in *Lamp Lighter*.
- Placing scheme posters in strategic places.
- Making the scheme leaflets readily available.

Later, Sister Jones, of the Medical Centre, plans to run a three-day health promotions exhibition.

Sue says: "Please come and see me in the Medical Centre if any of you want more information regarding changing your lifestyle for the better."

Sister Jones says that the cost of heart disease is considerable. It causes 21 per cent of all male absence from work, and is the main cause of premature death among men aged 35 to 64.

In a mixed workforce of 1500, the annual average days lost as a result of heart disease are, for men, 6,405, and, for women, 2,205.

"Whichever way you look at it," says Sister Jones, "heart disease is costing too much to ignore."

Best wishes

LOUISE Keightley, of glass halogen in the Pilot Plant, gave birth at St Mary's Hospital, Melton Mowbray, on July 4, to her first baby, Amy Rachael, who weighed 6lb 13oz.



Keith Vaz, the recently elected MP for Leicester East, made a courtesy visit to the site recently, along with Bridget Paton, district secretary of the AEU. They were welcomed to the site by Ken Wolfe, manufacturing and engineering manager, Halogen Division, and Steve Finnie, personnel manager.

Picture shows (left to right) Steve Finnie, AEU convenor, Ellis Reeve, deputy convenor, Jo Ibanez, Bridget Paton, Keith Vaz and Ken Wolfe.



Production manager retires

KEN Rogers, production manager, Halogen Lamp Division, took early retirement at the end of August.

Ken was responsible for the factory's smooth operation from the beginning of his career on fluorescent manufacturing.

The good, human relationships that existed were due in no small way to his sense of fair play, good humour, understanding and energy - hence his catch-phrase, "Happy days!"

He had a fund of knowledge and experience, which will be missed, but he believed in investing in the future. The young managers and supervisors in control today are examples of his managerial outlook.

The photograph shows Ken receiving gifts and good wishes from Ken Wolfe, manufacturing and engineering manager, Halogen Lamp Division.



George Goldspink, with gifts he received, and flowers for his wife, Kathleen, when he retired recently after more than 30 years' service with the company.

He joined the company in Birmingham as a lighting representative, and transferred to the Auto & Miniature Division 13 years ago. He was responsible for the development of many contracts with the larger car manufacturers and accessory makers.

Cricketers raise £901



Cricket teams from the Leicester site raised £901.46 for the Baby Equipment Scanning Trust in Charity Cricket Match, arranged by Sam Saini, at the Abbey Oval in June. Chris Chettle won the best bowling award, and the best batsman award went to Dave Adams. Sincere thanks to the players, as well as to employees for their kind and generous donations. Special thanks to Mr John Axon for presenting the medals.

Back row, from left: Dave Adams, Ali Bayat, Barrie Stones, M. Dexter, Greg Richards, Wayne Franklin, S. Kotecha, John Axon; front: Mukesh Pancholi, Chris Chettle, B. Badiani, Raj Pabari.

PHOTO CONTEST WINNERS



Winner, Best people: Angela Gardner, Marketing, Enfield.



Winner, Worst picture I've ever taken: Mrs J Gamble, Personnel, Leicester.



Winner, Best Scenic: D Gamble, Equipment Maintenance, Leicester.

The standard of your entries was very high



Runner-up, Best scenic: Robert Bow, Production Engineering, Mierthyr.

THE standard of entries was very high in our last issue's photographic competition. Winners of each category receive a travel clock radio, while the runners-up get a handy calculator and currency converter. Prizes will be sent to your site correspondent.



Winner, Best animal: Brock Hoaran, LARD, Enfield.



Runner-up, Best people: Dr K Parker, Lamp Research, Leicester.

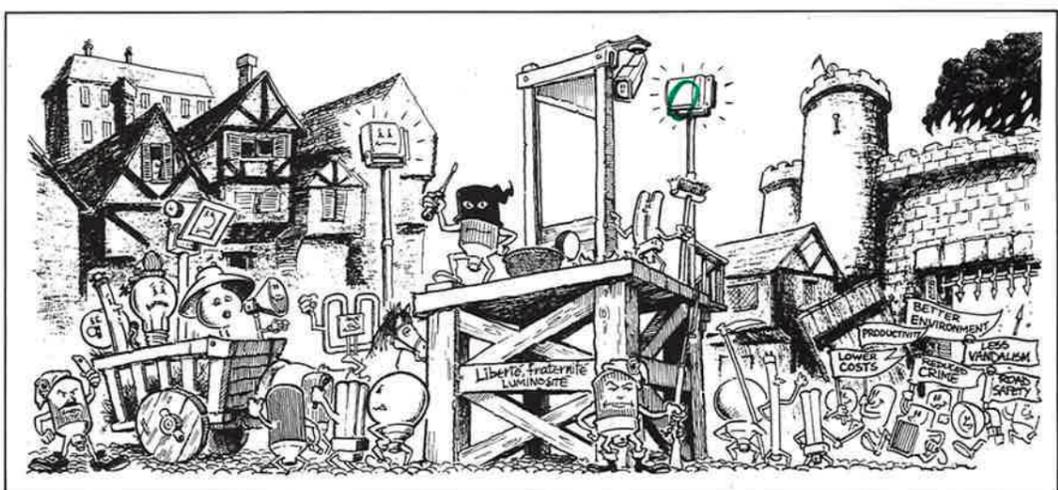
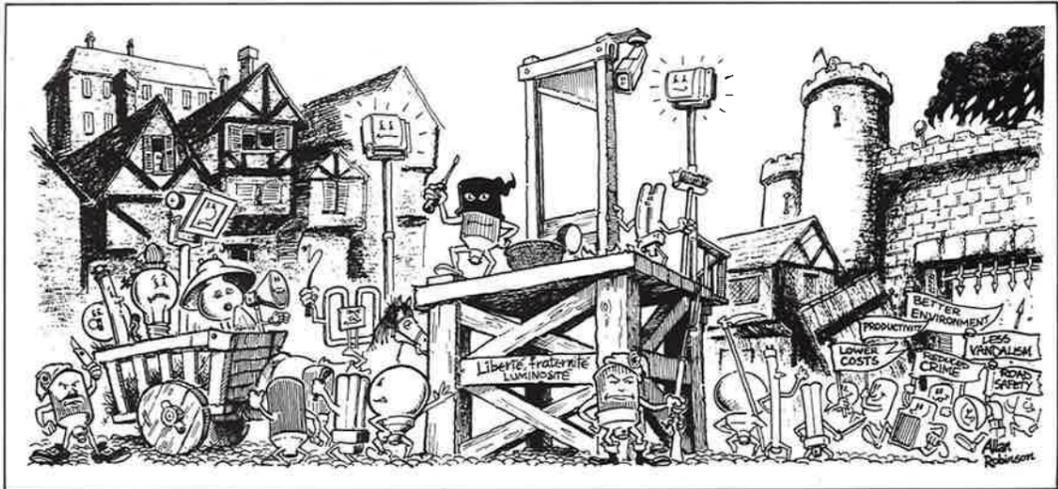


Runner-up, Best animal: Frances de Roemar, LARD, Enfield.



Runner-up, Worst picture I've ever taken: Frances de Roemar, LARD, Enfield.

Spot the difference



WITH an appropriate theme, Spot the Difference is back. All you have to do is circle the ten different items in the lower picture. A cuddly teddy 9" high is the prize to each of the six winners.

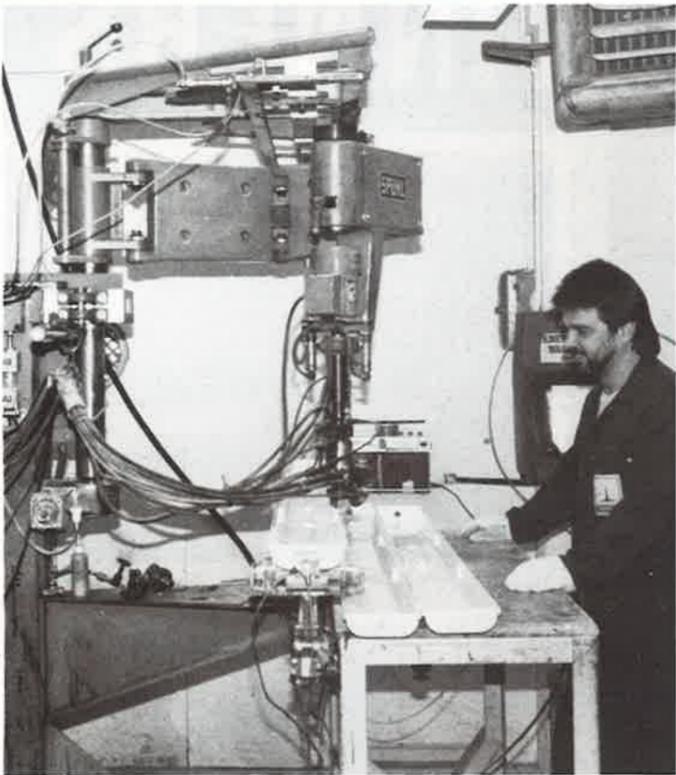
Pass your entry to your SITE CORRESPONDENT, or send to Rachel Godwin, Southbury Road Site, Enfield. Please give your name, department and site, otherwise we won't know where to send the prizes!

Closing date December 7.

Name

Dept.....

Site



John Alsop hard at work.



Just a small part of the 'new order' at Hereford.



Part of the huge vibration unit at work.



A general view of the 42-acre site at Hereford.

A FAMILY

ONCE, it was a munitions factory. Now it sits peacefully, skirted by a curve of the River Wye, producing nearly all THORN exterior lighting fittings.

This clean, well laid out factory, which suits the orderliness of Hereford and its surroundings, is probably the biggest manufacturer of such lighting fittings in the world.

The statistics are impressive: five major facilities on a 42-acre site, and a staff of 475 responsible for a multi-million pound international turnover.

Hereford tends to create a good impression, and the "family" feeling at Hereford is only part of the story. Like all other THORN Lighting establishments, in order to survive it has had to make changes to stay ahead of the ever more hungry international pack. This has meant re-shaping, major investment in new plant and machinery, and a willingness to adopt new techniques.

The factory is now part of Lighting Systems Division. Hereford and Spennymoor are the joint manufacturing bases for the division, with Clive Wheeler its director of manufacturing. Top man and general manager at Hereford, Bill Greener reports to Clive, together with financial controller Derek Godfrey.

Other Hereford based senior managers are John Botwright and Jim McQuarrie, production control, Bob Masters, production manager; Chris Tomlinson, production planning; Les Turner, engineering; Norman Woolard, purchasing; Mark Rydings, materials; Stephen Apperley, material controller and stores; Jeff Scourfield, personnel; Brian D'Lonra, data processing; Gerry Davies, site maintenance.

Change

The most immediate sign of change in the factory is a new assembly shop, where the emphasis is on greater flexibility and the ability to make small batches of products when customers are ready for them and not before. That way stock does not sit around on shelves tying up space and precious cash resources.

Progress towards greater manufacturing flexibility - being able to switch production from one type of fitting to another quickly - is supported by a powerful computer-based system called MRP - manpower and resource planning.

As Bill Greener, explains: "It's a powerful tool when you can get it working properly. But it has meant a lot of effort. We are among the estimated 15 per cent of MRP customers who have really succeeded in making it work as it should, and we're the first in the Group."

'They want to succeed'

Computers are also contributing to administration, and to product engineering.

"We've joined the drawing office computer revolution," says chief engineer Les Turner. "We might as well sell our drawing boards - nobody wants them. The design draughtsmen all want to work on the new workstations we've been introducing."

It's all part of THORN Lighting's new computer-aided design hook-up between Hereford, Spennymoor and Enfield, which enables the design departments to work more closely together and share the same information.

● An article on the total system, called TELMIS, THORN Lighting Management Information System will appear in a future issue of THORN Lighting News - Ed.

More machines

The company has invested large sums on the shop floor, providing facilities which are, in some cases, ahead of any others anywhere.

The new powder coating plant in the spray shop, is the finest in the country, and gives customers exactly what they want.

Foreman Charles Treherne, who has been in the paint shop for 36 years, can change the finish colour in only five minutes, simply by changing the powder hopper.

Modernisation is no stranger to the foundry, either. Hereford has always had an aluminium foundry, enlarged in 1977, where 10lb ingots are fed into a three-quarter ton gas furnace to be melted down at 680 degrees C for gravity casting into, say, street lighting lanterns like Alpha, Beta and Gamma. Despite the encroachment of plastic materials, 20 operators work in the area.

Foreman Des Harmon, with eight years' service in the foundry, is an enthusiast. "There's no scrap with aluminium," he says. "All the dross can be re-melted and used again. It's efficient and gives a lightweight product which will last well out of doors."

Recent investment has enhanced the process. The latest Buhler die-casting machine, instead of letting molten metal fall, under gravity, into the mould, injects it under pressure into the die. Like other pressure die-casting machines in the foundry, it produces lighter, cheaper castings than does the gravity-cast method but - because it operates automatically - is much faster than the other

machines.

Advances in the foundry continue with another new machine, a huge vibration unit. This enables one operator to do what previously took six or seven fitters working with hand tools. After removal of gross unwanted material with band saw or clippers, the fine sharp-edged "fettle" that remains is literally vibrated off in the new machine. It can deal with 30 to 40 thousand castings per week.

Plastics

Change is nowhere more apparent than in the materials being used for fittings. Ten years ago aluminium - and the foundry - reigned supreme.

Nowadays plastics, mainly glass-fibre, are taking their place alongside metal as an accepted alternative which can last virtually forever in tough, lightweight exterior fittings.

A heartening story illustrates how Hereford's plastics capability has grown. At one time, the site used to buy in acrylic bowls and glassfibre tops for street lanterns from subcontractors in Germany. These days, tops, bowls and control gear are sent by Hereford to Germany, where factory workers now merely assemble the product. Who says British industry cannot win?

Foreman Mike Lewis and plastics technician Peter Reece, are helping introduce machines based on the latest production technology. Peter says: "They will produce items twice as fast and work automatically when we have sorted out the inevitable teething problems."

People

Machines are, of course, only part of the story and Hereford is, more than most, a "people enterprise."

"We are well served by our work force here," says personnel manager Jeff Scourfield. "They understand our need to compete and are prepared to be flexible. They are part of the new mood in British industry. They want to succeed and they know that we can do it if we all work together."

Decades of working with the company are not unusual. Chief engineer Les Turner, for instance, has clocked up almost 41 years. Hereford has several working families. Setter Les Davey has his wife, Rita, working as an operator, a son, Colin, driving a fork lift, and daughter, Debra, in assembly. Peter White, chargehand setter, has wife, Pat and two daughters, Kim and Amanda, all working as assembly operators.



At Hereford, Germany

Peter has company

The fact Most people to work, A few of Scourfield distance Monmouth Hereford socially a Club section cricket, r quits an raft race for senior Hereford Safety C successive cent rat for the in common safety an Lawrence Committ Harringt worse than ing more

With a Hereford sending the first years of o ing, main even elec among th

Service

"We're as a pro manager "Our aim get exact they wan One as ests custo They rec enormou lights tha doors ye

Determined to remain



Volunteer Fire Brigade with Mr Batty.



Nikki Stinton performing important V.D.U. work.

FAMILY AFFAIR



...rd are, from left, Bill Greener, Peter Mast from and Les Turner.

THE career of Les Turner has been the classic rise from office boy to chief.

He started as an office boy in the cashier's department of BTH (British Thompson Houston) in 1938. Now, he is chief engineer at one of the world's leading lighting factories. He has been 41 years with the company - in lighting the whole time.

Les moved on from office boy to an engineering apprenticeship at Rugby and moved to the Hereford site in 1957 after it was taken over by BTH. Later, the AEI Lamp and Lighting company took over the site, and THORN acquired it from them in the mid-60s.

The factory went through phases as Smart and Brown Lighting, THORN Lighting Fittings (in 1969),

'Friendly lot'

THORN EMI Lighting ten years later, and now THORN Lighting.

When Les arrived the factory was still making some BTH fittings. He also recalls that the first sodium street lights were made at the site - and some are still in service in Hereford Town.

Les lives in Hereford, where he enjoys the blend of the old and the new. He is married with two grown-up sons and two grandchildren.

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ANNA Harrington, occupational nurse at the Hereford site for the past seven months, is well content to treat only minor injuries and concentrate more on preventative nursing.

"Better to ward off trouble than try to clear it up after it happens," she says.

This is far from indicating any lack of bottle. Before Hereford, Nurse Harrington spent 17 years in Africa, working virtually as a paramedic, involved in everything from treating wounds to organising and setting up complete clinics in the bush.

Working in Zambia and Rhodesia to be near her husband, a genetics specialist, she experienced moments during the civil war leading to the formation of Zimbabwe which she'd rather forget.

Content now to be in the UK, Anna enjoys what could have been a quieter life at Hereford had she not enlarged the role of company nurse. She took herself off to be trained as a counsellor with the Herefordshire MIND Association, and now has a receptive ear for anyone in trouble.

"Most problems come down to lack of communication," she says, "at work or at home."

Nurse Harrington's favourite challenge is to deal with two people who actively hate each other. A committed Christian, she finds that she can often get to the root of the problem and put two people on a better footing.

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IT was the fishiest story I'd ever heard.

I didn't like to carp, but a fish with an apparent appetite for air, not to say death wish, which leaps again and again onto the hooks of members of the THORN Lighting Angling Club - well, really!

Norman Willard, in purchasing, said: "It's true, I netted him myself last year for Bob Price from the foundry. We knew it was him. Everyone knows him - he's orange-backed and quite distinguishable. He's an

old friend, and has been caught numerous times over the years."

This fish is partial to the Club top brass. Secretary Ken King has had him; so has treasurer Steve Lane. But he's not exclusive and lets others have the experience of landing a healthy-looking 20 pounder, too. Several anglers, including Bob Price, have caught him twice.

He's a leather carp and must certainly have a mouth of leather. It's almost as if he enjoyed the feel of hooks. Ironically, he's been in more danger from bugs than anglers.

"We're lucky not to have lost him recently," says Norman. "We lost around 65 carp, from 5lb up. They caught something and died."

But old "Leather" lives on. He popped up early this season and gave a fishy grin to several well-wishers before plopping back.

□ □ □

LATEST recruit to the Hereford ranks, Jane Lawrence, 17, was recommended to take the plunge by a friend.

"She said I'd like working here, and so I wrote in to apply," said Jane.

Jane left her YTS job on the reception desk at a health clinic and now works as an assembly operator. "It's quite fiddly work, but I'm getting the hang of it," she said. "I certainly enjoy having more money, and the people I work with are a friendly lot."

□ □ □

IN a previous career, Bill Hatchard, 60, was a regular soldier. Now, he is a typical THORN Lighting shop floor worker, currently in his 27th year with the company.

Bill enjoyed his 13 years with the Royal Artillery, but family illness prompted a change to civvy street. He joined AEI, as it was then, working on lamp columns as his first job.

Nowadays, he works on the power press, and is one of three setters in the department. Despite being on his feet all day, he is always pleased to indulge his passion for gardening. He has a large, well-kept lawn, and loves flowers.

Bill was helped to make the transition from soldiering to a more domestic life by a lady he met on the assembly line. He married Beryl some 23 years ago. Their daughter, Sue, followed her parents' footsteps into the company, but left about three years ago.

"They're a good crowd of blokes here," he says, "and I'm happy to soldier on for a few years yet."



Jacqueline Heaps



Jane Lawrence



Bill Hatchard



Nurse Anna Harrington

...s himself been with the for nearly 30 years.

...tory is conveniently located. ...ple travel only a few miles ...many from near Hereford. ...mmute from Wales; Jeff ...d is one of the longest-...commuters - 18 miles, from ...th.

...rd people are happy to mix ...ter hours. There are Social ...ions for angling, football, ...rowing, swimming, skittles, ...d darts. There's a ladies' ...team. There's even a club ...citizens.

...rd has won the British ...ouncil award for the 16th ...year for achieving an ac-...below the national average ...dustry. It is a tribute to the ...sense of all and the care of ...d training officer Ernie ...and the Health and Safety ...ce. Company nurse Anna ...on is happy to treat nothing ...n cuts and bruises, spend-...time in preventative work. ...e eye to skills for the future ...trains its own apprentices, ...them to a training centre in ...year then giving them 2/3 ...n-the-job training. Machin-...aintenance and tooling skills - ...tricians - are represented ...e apprentices.

...a service company as much ...duct company," supplies ...John Warren points out. ...is to ensure that customers ...y what they want, when ...it."

...ect which constantly inter-...ners is the fight for quality. ...gnise that Hereford has ...background in making ...t will work reliably out of ...ar in, year out, but still



Close up of Timothy Edmonds

...appreciate the added assurance of BS and BASEEFA approvals.

Twice a year, a British Standards inspector calls, unannounced, to check procedures, calibrations and paperwork.

"Every operator here is an inspector. They reject their own work if it does not meet requirements," says Les Turner, who also has a separate inspection department with Peter Clay as chief inspector.

Hereford, with its mixture of friendliness, technical skills and hard-headed business, is determined to remain not just the biggest, but the best.

biggest and best

Challenge, change and advance

THE 1960s and 70s were times of challenge, change and advance. Typically, THORN reflected this era and did not allow the grass to grow under its feet.

1960: The second generation Pop Pack was launched. Greatly improving on the original, it was aptly called the "Superslim" Pop Pack.

1961: THORN introduced the iodine-quartz lamp, better known as the tungsten halogen lamp. One of the great advancements in lamp technology, it gave increased light output and longer lamp life.

1962: In a joint development with the Royal Aircraft Establishment, THORN launched the VASI system, short for Visual Approach Slope Indicator. It was a major advancement in aviation safety. The year 1962 was also that of the three millionth Pop Pack and, still not satisfied, THORN opened a new factory at Enfield, doubling tube production capacity.

Atlas Floods provide the light for the first colour television football match in 1969.



1964: In this year, Jules Thorn was knighted for his service to industry and, echoing his achievement, the competition began to crumble. Atlas, being strong on fluorescent, and Associated Electrical Industries (AEI) strong on incandescent, merged to form British Lighting Industries, and Sir Jules Thorn took a major interest in the company.

THORNElectrics then became the largest producer of lamps in Britain.

It was certainly a triumph for Jules Thorn, who had fought the lamp ring for many years. AEI and its Mazda trademark had been a key part of the ring. The mountain had moved to Mohammed. It also brought the BTH Hereford and Leicester factories under the THORN umbrella.

1966: The world first witnessed

live pictures of the moon, but even this event was upstaged by England's victory over Germany in the world cup. THORN continued to set its own goals, redesigned the Pop Pack in all white, and launching the 500W Sunflood.

1967: Jules Thorn finally gained overall control of AEI. He snatched the final 35 per cent shareholding from under GEC's nose, giving THORN control of its own destiny. Of the many brands that went into this rationalisation - Atlas, Metro-Vick, Royal Ediswan and Ensign - only Mazda is still used today.

1969: Apollo II and crew travel to the Moon, and Neil Armstrong takes the giant step for mankind. Atlas floods provided the light for the first colour television football match (Wolves v Spurs), and the fifteenth million Pop Pack rolled off the production line. British Lighting Industries changed its name to THORN Lighting.

1970: The first scheduled flight of a Boeing 747, its upper deck stood as high as a six-storey office block. Smaller, just as innovative, was the Magicube X, the first photographic flashcube and not requiring a battery, and the unique compact source iodide (CS1) lamp used for TV and floodlighting.

1971: Britain went decimal, whilst THORN, too, rang the changes, introducing the High Spot range, the first sealed beam twin filament tungsten halogen car headlamp, and won its second Queen's Award for export.

1972: The Video Recorder emerged onto the market with a price tag of £315 (equivalent to more than £1,400 today). In the same year, THORN set up the Isora division, a special section for the manufacture and development of integrated ceilings, heralding the Arena range.

A third Queen's Award was gained for technological innovation in tungsten halogen.

1973: Wembley Stadium is floodlit by the Atlas Mercury Halide flood and the Hi-Pak range is introduced. For this remarkable achievement, THORN was awarded a Design Council award. At a cost of £2m, the Romford export centre was opened.

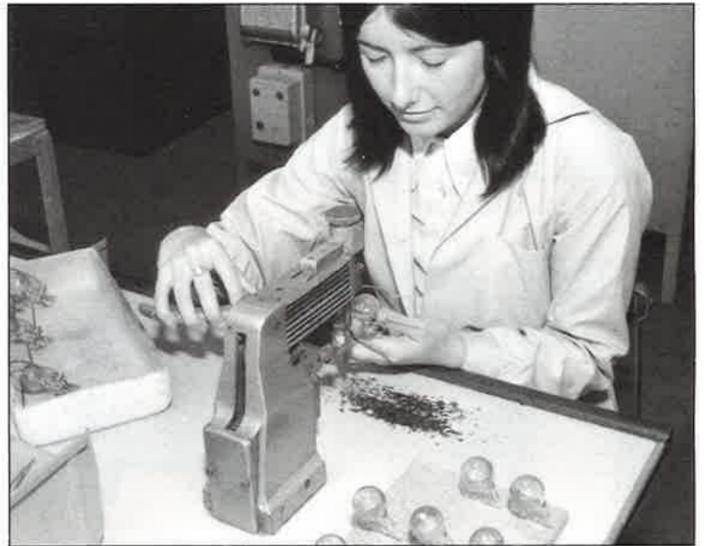
1975: Over the Atlantic the first home computer was launched, whilst in Britain the Prime Minister, Harold Wilson, was opening the Jules THORN Lighting Laboratories at Enfield, giving THORN the finest lighting research facilities in Europe.

1976: New introductions included 70W SON lamps, the Lo-Pak and the Topper Pack. A fourth Queen's Award for export was gained.

1979: THORN merges with EMI to become THORN EMI. Events would turn full circle in the years to come, 43 million Pop Packs had been produced and the Larkhall offices opened in Scotland.

Finally, THORN and other UK lamp manufacturers were given a clean bill of health by the Parliamentary Select Committee investigating allegations of deliberate low quality lamp production in order to preserve sales.

● in the next issue:- the 1980s.



CS1 lamp production at Leicester in 1970.



Lighting of the new Victoria underground line, London, in 1968.



The new Jules Thorn lighting laboratories, Enfield, 1975.

Catch 'em young



Catch 'em young is the idea behind the new THORN Lighting studycard. It is designed to make all ages of school pupils aware that effective lighting contributes to a safer, more productive and pleasant environment.

The cards, which are sponsored and written by a wide variety of organisations, cover subjects from the European Parliament to cars, and from food and drink to data protection.

To assist the pupils' project work, 100 years of Electric lamps has been updated and reprinted under the title *Electric Lamps - Past and Present*. Any THORN employees who would like a copy of this publication should contact Rachel Godwin, Southbury Road Site, Enfield.



A galleon sails through one of the spectacular displays at Ayr Flower Show, organised by Kyle and Carrick District Council. THORN supplied the lighting in the form of Popular Packs and Polyflux 4000 tubes, and Lopaks with MBIF lamps. Frank Devine, of Larkhall, was responsible for the scheme.



Good lighting plays its part in the renovation of inner cities to prevent crime and accidents. This photograph — supplied by Bristol City Council — shows King Square lit by 20 Beta 79 fittings using 70W high pressure sodium lamps. So pleased are residents that the Centre for the Deaf, Bristol, has written to the council expressing thanks for the lighting, which makes them feel secure and safe.

UNIQUE FOUNTAIN

Good news for Omega Lighting.

SHINES AGAIN!

GOOD news for Omega Lighting.

Roy Clarke and Dave Palmer, of Spennymoor, together with Tony West, of New Malden, entered selected Mazda packs for the Starpack 1987 competition.

The result — a bronze award in the consumer section.

The packs entered included the coloured lamps and cable carton, the garden flood, garden spot and special kitchen fittings. These were either blister packs or litho solid board packs.

New lamps bridge gap

TWO new lamps are being manufactured by Leicester.

They are a 100W high pressure sodium lamp, which bridges the gap between the 70W and 150W ratings, and an improved super Deluxe mercury lamp.

The later replaces the well-known Deluxe series giving more light and better colour performance. Among early users is W.H. Smith Do It All Ltd in Ashford.

THE unique Mazda Electric Fountain in Victoria Gardens, Brighton, has sparked back to life after a four-year shut down.

The fountain, originally lit with 1000W Mazda gas filled lamps, was loaned to the County Borough of Brighton in 1931 by the British Thomson - Houston Co Ltd, now THORN Lighting.

Brighton Borough Council has restored the fountain, using THORN Lighting fluorescent and projector lamps, to recreate as far as possible the 1930's coloured display.

In October, 56 years after its installation, the Mayor of Brighton, Councillor R Blackwood, delighted onlookers when he switched the fountain back into action.

This is what the Brighton Gazette had to say in 1931 at the first official inauguration: "A fascinating fountain electrically driven, this newly erected fountain has multi-coloured lights, which will be a source of much admiration to those who visit Victoria Gardens.

"One would need to be a gifted word painter to convey any adequate impression of the beautiful effects produced."

Right: the recently restored fountain and, below, an advertisement announcing the original fountain in the local press in 1931.



Light scheme combines comfort and liveliness

PRINCIPLES put the emphasis on sophistication and quality in their stores, and chose a special combination of THORN fluorescent and low voltage tungsten halogen lighting for their New Bond Street store.

The lighting scheme — pictured, right — combines an atmosphere of comfort with an air of restrained liveliness. The pleasing mix of "white" and "warm" light sources underlines the importance of visual effect over bland, uniform levels of illumination.

Positioned along central sections of suspended ceiling are 28W 2D compact fluorescent lamps in opal bowls creating both up and downward light. Literally dozens of standard Lightstream low voltage Flare Spots are positioned along either side of the store. These complement the warmth of the compact fluorescent light source by providing plenty of crisp, white light.

Equally, the subtle wall washing effect draws attention to focal points in the store. Specially-made Flare Spot window pendants highlight window displays.

Particularly beneficial features are low running costs, a significant reduction in heat and glare, and the way in which the spot lights add a freshness and crispness to the clothes and enhance the many colours on display.

Concealed 3500 Polyflux fluorescent tubes increase further the level of illumination. The interior design was by McColls.



Around the Spike

RENTAL - European rental operations have been strengthened with the acquisition of 240,000 continental European rental units from Granada Group for £53m.

The acquisition comprises five rental companies and their subsidiaries in Denmark, France, Spain, Italy and Switzerland. The profitable operations include 45 sales outlets employing more than 500 people.

SECURITY - THORN Security has secured a contract to provide "hands-on" fire fighting training for forecourt staff at all Shell UK filling stations.

In addition, a new range of fire detection products has been launched by the division.

SOFTWARE SCIENCES - Has won a large share of work for the MOD's New Command System, which manages sensors and weapons to combat sub-surface, surface and air threats at sea.



NEW IDENTITY - THORN EMI plc has launched its stronger corporate identity.

The graphics, from PA Design, may have been spotted by readers in the annual report issued earlier this year, or seen outside the new London HQ in Hanover Square.

The short, powerful THORN EMI name is used rather than the old THORN Group or THORN Industries, which builds a stronger awareness, particularly in international markets. Pronunciation differences in certain languages eg TORN are not of concern as strength of visual recognition is the key.

The logo has also been updated with the spike, thought to be rather weak, hostile and boring, replaced with a bolder symbol that reproduces better. The new style corporate colours are blue and grey. Many operating companies will adopt the new image.

CONTROLS - The group is buying JEL Energy Conservation Services for a maximum of £10m. JEL supplies electronic control systems to monitor and control energy usage in commercial and industrial buildings.

Last year's profit was £185,000 on sales of £5.4 million.

KENWOOD - Kenwood has introduced an exciting, new concept for the kitchen. System K is a set of cordless, small appliances which can be recharged by a unit fixed on the kitchen wall and connected by one plug to a single power point.

The appliances available are carving knife, can opener, food mixer, hand blender, and torch. All are interconnected and neatly stored on a single bracket.

Competitors' corner

LIGHTING is a tough, competitive market with Philips, Sylvania and German Osram (Wotan) providing the main opposition. What are they up to now?

SYLVANIA REVAMPS - GTE Sylvania aims to grab a larger share of the buoyant UK market for low volt tungsten halogen dichroic reflector lamps with a revamped version of its own product.



THE House of Commons was the venue for a recent exhibition held under the slogan "Fight against crime - Light against crime."

It illustrated the case for better lighting of inner city streets and public places to deter night-time crime.

The exhibition was arranged by LIF and the MP members of the British Parliamentary Lighting Group who have lighting manufacturers in their constituencies. THORN Lighting personnel attended, urging the government to allocate an additional £50 million a year for the Urban Aid programme for lighting.

Pictured is David Tripper (left) Permanent Under Secretary of State, Department of the Environment, talking to managing director Hamish Bryce at the luncheon following the opening.

Campaign underway

A SPLENDID programme of advertising and brochures is underway throughout the company for this lighting season.

It includes a huge Mazda effort - detailed bottom right.

For instance, an illustrated guide to international floodlighting has been produced, as well as leaflets from TELC, and a list of leaflets from lighting systems, including electronic par, hazardous areas, 2D, folders and display lighting.

In addition, new advertisements on Piazza, Lightstream, airfield lighting, road lighting and hazardous areas are already appearing in the trade press.

Many more ads and leaflets are on the horizon. In future, these will combine to promote a similar style.

Strike a light!

IN 1914, Mrs E.K. Brodge moved into her new home as war was declared.

Her hall toilet was lit by a small, fancy Mazda bulb - yellow with black lines to look like a small lantern.

Amazingly, 73 years later, that same bulb is glowing as brightly! The lamp life is even more incredible when one considers how many times it has been switched on and off during those 73 years.

Mrs E.K. Brodge was 96 in September, and we are sure that all at THORN will wish her, and the faithful little bulb, many more happy birthdays.

The new lamp has an axial filament and a factory sealed glass front lens which Sylvania claims eliminates blackspots in the lamp beam. The revamped unit costs the same as the old lamp and is manufactured in Brussels.

WOTAN - New low voltage lamps in 75W and 100W versions have been launched by Wotan.

EMESS - Emess Lighting raised its stake in Brillant Leuchten, a West German firm, to 24 per cent in a £3m deal. Brilliant supply lighting fixtures

What the papers say

PROFITS are on target at THORN EMI, the electronics group, and running ahead of last year, Chairman Sir Graham Wilkins told the annual general meeting in September.

He said the company, which increased profits by 53 per cent to £159.5m last year, has made considerable progress in restoring profitability. *Daily Telegraph.*

For those of you who look forward to exhibitions with as much relish as I do, I am pleased to report that both THORN Lighting and MK are returning to Electrex '88 after missing the last sojourn at Birmingham's NEC.

Lighting Today. THORN EMI is out of the doldrums and planning to expand its core business into overseas markets.

New chief executive Colin Southgate says that the group has now completed its programme of rationalisation, which has involved selling 41 companies for £380m. That leaves it concentrating on music, lighting, retail (including Rumbelows and Radio Rentals), software, security and Kenwood appliances. *Marketing.*

More lights for THORN. THORN EMI is buying Scandinavian lighting manufacturer Jarnkonst for £15.9m. Half of its lighting business is outside the UK, with 13 foreign offshoots. *Daily Mail.*

Northern Lights for THORN. Records, microchips and rentals

group, THORN EMI, has switched up the power at its lighting equipment division - the biggest outside the United States. The group is buying Swedish fittings manufacturer Jarnkonst for £15.9 million in a move which will make its Scandinavian subsidiary one of the largest companies in that field in the region. The deal represents a reversal of roles from April, when THORN EMI sold its UK domestic appliance business to Swedish based Electrolux, but reflects similar strategic thinking. THORN lighting director Hamish Bryce described the acquisition of Jarnkonst as "a key element in THORN EMI's strategy to participate substantially in global markets." THORN described Jarnkonst as one of the top lighting fittings manufacturers in Scandinavia. *Guardian*

VOICE

by The Editor

AN issue of THORN Lighting News never seems to go by without some controversy or other. Last month it was returned photographs.

All the photographs will be returned in due course but, please, do be patient with us because there are so many of them - take the photographic contest, for example!

Prizes, too, for the competitions are on their way, and are now being sent via personnel departments for safety.

WE are, I believe, still living in a sheltered world thinking that customers actually need our products. We have to recognise that competition exists, and so a new column outlining their activities will be included in each issue.

All we have to do is convince customers our products are better.

THIS is now the third issue and, if comment is correct, the newspaper is being well received.

All the committee members - and they work extremely hard - are trying to inform readers, entertain them, and, you never know, even cheer them up! Therefore, please keep the comments, jokes and stories coming.

MOVING on now, I was fortunate in October to watch the Lighting Systems Division's Sales Conference in Harrogate with a fairly impartial eye.

What a spectacle the Harrogate conference centre was with some 300 delegates all seeming to enjoy the day out. Business plans for 1987/88 are well under way but the topic that struck me was teamwork.

A sporting example was used concerning athletics. Marketing Director Eddie Minshull explained

to retailers. CHIEF QUILTS - Concord Rotaflex executive chairman Michael Frye has resigned a year after the lighting group was bought out by US based GTE Sylvania.

OSRAM-GEC - Recent introductions include a "SONPAK 7" type GRP floodlight called Nightwatch, and more low volt "Powerbeam" lamps. PHILIPS - Philips has restructured its Lighting Management Service on a more flexible basis.

how a 4 x 100 metre relay team can complete their course in less time than four record holding 100 metre runners running individually.

He indicated that this analogy can apply to industry as much as to sport and, of course, he is right.

A successful company should operate like this from research to manufacture to marketing and finally to sales and distribution.

When a product is produced it is like a baton handed over to runners - or departments - each going at full speed. Poor teamwork merely leaves no-one wishing to take on responsibility and leads to a general lack of effort all round.

I'm sure you'll agree that, above all, the customer is the loser. He is the sufferer as the "system" can almost seem to conspire to defeat him. What a shame! What stupidity! What a missed opportunity!

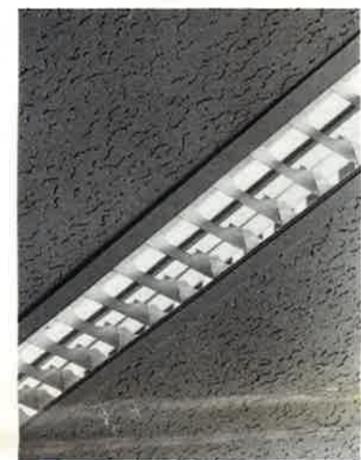
So I was delighted recently to hear from Keith Molineux at Charlton of a THORN sales success achieved by teamwork.

The recent West Ham floodlighting scheme could not have been completed without enthusiastic sales staff from Charlton, relentless determination to produce gear by Spennymoor, careful guidance of lamp quality by Leicester, and slick floodlight production at Hereford.

And all delivered in record time by special courier despite the gear alone weighing more than five tons!

All personnel involved performed magnificently with cheerfulness and pleasure, and to single out one or more would be unfair. A great team.

Therefore, I will sign off this issue not by 'knocking' readers once again, but by underlining that the Hammers' order was won by staff teamwork, loyalty and effort. The success was due to them and them alone. I should like to take this opportunity to publicly thank them all. Well done.



System expands

ARENA - pictured above - THORN Lighting's "continuous" fluorescent system for quality commercial interiors, has been expanded to include a new slim 175mm width.

Arena 175 complements the existing 300 system, and has been developed to meet the requirements for a narrow continuous appearance to the lighting, utilising single fluorescent tubes. The Arena range is manufactured at the company's Spennymoor Factory.

COLOURED 2D - The 16W 2D lamp is now available in seven colours. Applications include hotels, pubs and clubs, advertising use, leisure areas, retail and for directional signs.

METALINE - The 0W series of floodlights, recently installed at Old Trafford, has been renamed Metaline. This brings it in line with other floodlights such as the Sunflood, Sonpak and Sonline range.

Mazda Advertising Campaign

OMEGA Lighting's £1/4m press campaign has been launched.

Two separate campaigns for the retail trade press and the consumer press are intended to place Mazda Stylelight as the leading authority on home lighting.

The double page spread consumer advertising in full colour is featured in the Sunday supplements and leading women's magazines. In order to reach key lighting buyers, leaflets are being distributed through specific retail trade publications.

Mazda Stylelight is now selling at more than 1000 retail outlets nationwide. It is expected that this figure will be more than doubled by next year.

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 Whitelegg.