



# EAGLE EYE

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# We're Quality Assured

Everyone within our organisation had further cause to celebrate recently, in particular our Quality Department, when it was announced that we had been successful in achieving certification to the internationally recognised Quality Management System Standard, ISO 9001:2000. To mark the achievement, Sales & Marketing Manager of international certification body, Lloyds Register Quality Assurance Ltd (LRQA), Duane Wood, presented the certificate to Chief Executive, Mike Molesworth.

As Mike commented at the time: **"Whilst a special thanks must go to our Quality Team, I am obviously delighted that the Quality Management System which everyone within the organisation has**

**worked so hard to develop, has received third party certification from such an internationally recognised body. With the new quality standard in place, I am confident that it will be instrumental in helping us achieve the ambitious growth strategy that we have in place for the business both at home and abroad.**

**"The quality of our products and the processes that go into producing and supporting them is at the very core of our corporate strategy,"** he added.

In order to secure third party quality assurance certification, our Quality Department has worked tirelessly over the last twelve months in designing and implementing a Quality System that reflects

the company's ongoing commitment to effective quality management at all levels of the business. In doing so, we now have in place a quality management system that is internationally recognised and which continues to address the needs and requirements of our customers in terms of quality, cost, performance, safety and reliability. We will also look to demonstrate the continual improvement of our processes and procedures in order to maximise the efficiency and quality of our entire operation in the future.

In addition to covering our main manufacturing and head office facility in Warwick, the ISO 9001 certification extends to our cab production centre in Blackpool, Aldridge and six regional service centres.



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# Turning up the heat in 2003

Like such years as 1976 and 1978, for those who care to remember, 2003 has certainly been hot. But it's not only the weather that we are talking about, far from it. With the end of the year fast approaching, it is pleasing to report that 2003 has brought with it its own share of successes for us as an organisation. And who better placed to put us in the picture than our Managing Director of Commercial Operations, Norman Thoday.

**“2003 has definitely been a good year for Dennis Eagle. We have been successful in making many new friends, which in turn has helped us once again secure a buoyant share of the RCV market here in the UK, as has the ongoing loyalty of an increasing number of our existing customers. It would be amiss of me, therefore, not to express our thanks to all those who continue to put their faith in the Dennis Eagle brand.**

**“To put our success into context, from a sales standpoint at least, with the market penetration that we have achieved, chassis are 30% ahead of targets, whereas bodies are 5% up on forecasts. We also benefit from a very buoyant sales order book that already takes us well into 2004, so we are optimistic that we will achieve a similar level of success over the next twelve months,”** he added.

But whilst Norman attributes our success in 2003, in part, to the acceptance and confidence that operators are showing in our new products, he is keen to

emphasise that everyone within the organisation remains committed to ensuring that we continue to meet the diverse needs of our customer base.

**“Ongoing success can only be attained if all areas of the business are heading in the same direction, and this is something that we have paid significant attention to this year. Whilst those in engineering have worked tirelessly on product development, our manufacturing operation has enjoyed further efficiencies and is currently delivering a figure of 87% for vehicles delivered on time. Similarly, our Export Division has made significant inroads into a number of new markets as well as expanding our presence in those countries where we already have a presence.**

**“And the same goes for our Aftermarket Operation. Here, as you will read, we have introduced a new management structure to support this strategically important part of our business. Again, we hope it demonstrates our commitment to delivering an ever improving parts and service package. But let's also not forget our Quality Department, which has played a pivotal role in helping us secure certification to ISO 9001:2000.**

**“So on a final note, could I take this opportunity to thank all of our customers, suppliers and employees for helping make 2003 the year it has been. Wishing you a Merry Christmas and prosperous New Year.”**



Norman pictured alongside the Elite 2.

## Moving Forward in Parts & Service

To help increase our focus on delivering better and more efficient levels of service and support to our entire customer base over the coming months, a new management structure has been put in place within our Parts & Service operation.

In order to successfully deliver ongoing improvements, we will be monitoring a number of key performance measures to ensure that the business makes progress in effecting higher levels of customer service. In addition, we will be seeking your feedback on how we progress.

**Norman Thoday, Managing Director – Commercial Operations will take responsibility for all direct customer-facing activities for parts and service. With immediate effect, Robin Turner, Phil Worthington and the entire depot based teams, as well as the Parts Order Desk, will report to Norman.**

**John Twomey, Managing Director – Technical Operations, who is currently responsible for manufacturing, engineering, quality and purchasing, now undertakes the management of our outsourced parts logistics supplier, Lex Auto Logistics. Mike Lewis, and the Warranty and Technical Support team will also report directly to John.**



# Elite 2 - Exceeding Expectations

Since its official launch at the CIWM Exhibition, to say the Elite 2 has exceeded our expectations is somewhat of an understatement. Proof that the product is already proving a big hit with both public and private sector operators comes from the fact that at the time of going to press, Elite 2 is rolling off the Blackpool production line at the rate 20 per week. What's more, our order books for Elite 2 are bulging and we are confident that demand for the product will remain strong throughout next year and beyond.

So what exactly is it that is making the product so popular amongst many of you out there? Well, instead of us shouting out the virtues of the product, we thought it is best left to those who have experienced the product first hand. And what better place to start than with Birmingham City Council – operators of the UK's largest RCV fleet. Here it is a case of twos all round. Not wishing to do things in half measures, the Council has taken delivery of a Dennis Eagle RCV that not only features the Elite 2 cab and Phoenix 2 body, but which is equipped with the latest generation Beta 2 trade bin lift.

Comments Birmingham City Council's Transport Manager, Trevor Chalmers: **“This is the first Dennis Eagle Elite chassis that we have had in seven years and it has so far performed brilliantly, as has the Beta 2 drop down bin lifter. Apart from coming in for routine**

**maintenance, we haven't seen it.”** And according to Trevor, the crews are also keen to heap praise on the product. **“The crews think the cab is superb. Being low entry it makes their lives much easier compared to what they're used to.”**

But it is not only the new Elite 2 cab that is meeting expectations; fuel consumption is reported to be 'good' and tyre wear **'excellent'**, despite the operating conditions the vehicle is put to test on a daily basis. Indeed, the complete RCV solution that Birmingham City Council has specified is likely to see more of our vehicles join the UK's biggest RCV flock over the coming months.

**“Despite the reservations I had about the original Elite chassis several years ago, today's product has already dispelled them. We will, without question, be looking to add further Dennis Eagle RCVs to our fleet over the coming months,”** concludes Trevor.

Specified to operate on a special commercial waste collection contract within the city centre that poses a number of access difficulties, Trevor has opted for the short wheelbase 6 X 2 Elite 2 chassis with mid lift axle. It features the 15m<sup>3</sup> Phoenix 2 body that is helping the Council achieve a 7-8 tonne payload, the crew benefiting from the driver plus three Elite 2 cab.



The Elite 2 with Phoenix 2 and Beta 2 that is working in the fleet of Birmingham City Council.

## Raising the Stakes

We are now offering our customers in both the private and public sectors a range of finance options (“Rental Solutions”) that are designed to optimise returns and performance when choosing from our vehicle range. We are able to provide a full range of traditional and innovative finance options to meet short-term, medium-term and strategic goals:

- **Operating lease**
- **Finance lease**
- **Hire purchase**
- **Full service agreement**

Finance is available for new and old Dennis Eagle vehicles and for terms ranging from six months to 10 years.

**For further information please contact Richard Taylor, Commercial Operations Manager on 01926 458506.**

## Congratulations to Sid Sadique

From everyone at Dennis Eagle, it's a big well done to Biffa's Sid Sadique, General Manager – Group Fleet and Pre-Treatment Division, who in July was crowned Fleet Engineer of the Year at the highly prestigious Motor Transport Awards.

Judges of this year's annual event recognised Sid's efforts in creating a centrally managed team and restructuring Biffa's fleet engineering function to provide management information as the basis of continuous improvement.

Sid, who received his award at Le Meridien Grosvenor House from TV personality Jonathon Ross, is responsible for Biffa's fleet of 1,900 specialist heavy vehicles, 53 workshops, 26 waste pre-treatment facilities and 180,000 waste containers.

**“Having known Sid for many years, I would like to congratulate him personally on being voted Fleet Engineer of the Year. He has built a very strong team within Biffa and it is a befitting title for all the hard work and effort that he has undoubtedly put into what is a demanding role. No one deserves it more,”** states Norman Thoday.

# Taking Pole Position at



Thruxton Race Circuit from the air, basking in the late summer sun – the venue for the Dennis Eagle Roadshow 2003.

Whilst the thought of zooming round a race circuit in an RCV may not set the hearts of die-hard F1 fanatics racing, it certainly had the desired effect on those who took up the challenge of test driving the Elite 2 around the bends and chicanes of Thruxton Circuit over two gloriously sunny days in September.

Yes, we're talking about the high octane Dennis Eagle Roadshow 2003, the theme of which was 'Don't follow the leader – DRIVE IT!' And those who took the time to visit us did just that. In addition to having the opportunity to drive several of our own demonstration vehicles, the event was supported by a number of our key customers who also kindly lent their vehicles to add to the occasion. Thank you then to Grundon Waste Management, SFS, MHS, WCR, MRS, Manvik and Shanks Waste Services.



An Elite 2.6 X4, complete with Phoenix 2.33 bodywork and featuring the livery of Grundon Waste Management, coming in for a Pit Stop, but not to refuel, just to pick up another test driving enthusiast.



No one supported the Roadshow more positively than our distributor for Ireland, Manvik Plant. Here we see General Manager, Martin Ryan, soaking up the early morning rays alongside one of their own vehicles.

The Elite chassis is the perfect partner for many recycling bodies, and none more so than the Terberg Kerbsider. Here we see the pairing looking resplendent in the livery of SFS Limited.





# Thruxton Race Circuit

But if speeding round the full blown race circuit in delightful sunshine wasn't enough to set temperatures soaring, then reversing against the clock through a number of tight twists and turns certainly got a few 'competent drivers' hot under the collar! This was just one of many additional trials and events that visitors could participate in. Not to mention archery, helicopter rides and getting into the swing of things on a golf simulator!



Using a 4 X 2 demonstrator, reversing 'specialists' had to negotiate a number of tight curves against the clock on an ingenious course devised by Brigade Electronics. The winner on day one was Ricky Smart of Serco, whilst Mark Quartley of Adur District Council lifted the crown on day two.



Looking as powerful as ever as one of the static displays on the race circuit was the Huffermann Front End Loader

Oh, and for three lucky guests each day it was a case of switching from dustcart to Ferrari. If lucky enough to have had their business card drawn out of the hat, the thrill of a two lap, high-speed white knuckle ride lay in store!

All in all, it was a very successful event. The comments that we received from both visiting customers and our friends from the media were extremely encouraging, and it would be amiss of us not to thank everyone who was involved in delivering the Roadshow so effectively. We also extend our thanks to the guest exhibitors who participated so positively.

So look out all of you in the north of the country, as it is an event that we will be looking to repeat during 2004 in your neck-of-the-woods. But before we do, we thought it would be a good opportunity to once again see how the sun shone on Thruxton.



Blink and you'll miss it! The Ferrari races passed the pits at speeds most of us can only dream about.

Flying to new heights at Thruxton were Mick Wisdom and Dave Hurcombe of Fiveways Hire Ltd (left and centre), and Colin Andrews of Otto, who were 'treated' to a helicopter flight around the Circuit and surrounding area.



# Export First for Switzerland



Our Export Division had cause for celebration recently, when they broke news that they had been successful in receiving our first ever order for two complete vehicles for Switzerland.

Procured by the Municipality of Köniz, the new RCVs have been specified based on the performance of one of our demonstrators that has been trialled throughout the municipality earlier this year.

Commenting on the order, Derek Flynn said: **“We are obviously delighted that the performance of our demonstration vehicle out in the field has resulted in another export first for Dennis Eagle. We know that there is significant demand within Switzerland and a number of other European and Scandinavian countries for narrow refuse collection vehicles that are in the high gross vehicle weight range and that can cope with the demands of restricted access areas. Our RCV fits perfectly into both categories and hence we are optimistic that additional orders will follow once the vehicles have had time to prove themselves.”**

Both new vehicles for Switzerland are based on the narrow variant, 6 x 2 rear steer Elite chassis. Complete with the new Elite 2 cab, they will feature the Phoenix 2 narrow 17N general compaction body. To satisfy the operating requirements of collecting both trade and domestic waste, the new

RCVs are also being supplied fitted with Euro Lift bin lifts for 800 litre containers.

Over the last few years, we have invested heavily in promoting and developing our export business and with great success. In addition to establishing Dennis Eagle France, you may recall that we signed a major international agreement with Hüffermann Entsorgungssysteme GmbH, Germany’s leading refuse collection and transportation systems specialists.

What’s more, we have also discovered that we are close to strengthening our ties with Switzerland further by appointing a new distributor. **“We are very close to finalising a distributor agreement with one of the country’s leading manufacturers of specialist vehicles. This will give us an even stronger foothold within Switzerland, as it will enable us to better promote and support our current product range,”** adds Derek.

## Manvik - Ireland’s Leading Light



Our distributor for Ireland, Manvik Plant, once again stamped their authority on the plant, waste management and recycling industry in Ireland earlier this year, when they organised their very own, high profile Manvik Show early in July.

Held at the Mondello Park race circuit - home of the Status Motorsport Formula Renault team owned by Manvik’s Managing Director, Alan Kershaw - the Show was successful in attracting some 500 visitors over its two-day duration. In addition to some 26 of our own Phoenix 2s on display, the event attracted the interests of many other leading suppliers from the RCV industry. All in all, some 200-250 vehicles set the stage for what was a mightily impressive event.

**“The Show was hugely successful for us, and the feedback that we have had since certainly means we will look to repeat the exercise in the future,”** states Manvik’s General Manager, Martin Ryan.

**“Not dissimilar to Dennis Eagle’s event at Thruxton, visitors to the show were given the opportunity to test drive a number of vehicles in what we would term ‘a rather unusual environment’. It certainly seemed to go down well with those who took to the circuit anyway,”** he added.

So all in all, how successful has 2003 been for Manvik Plant? **“We have had another extremely buoyant year and one that has seen our fleet in Ireland touch the 200 mark. We have also been successful in establishing a presence in the UK, where we already have a fleet of 12 vehicles. We are now looking forward to building on this success in 2004,”** concludes Martin.





# Looking Back on the CIWM

Whilst many marketeers have long been of the opinion that exhibition attendance in many instances is a mere corporate flag flying exercise, it's always nice to be able to report about incidents where tangible sales are realised through deals being struck. And this is exactly what happened when we made a return visit to the CIWM Exhibition in June after a three-year break.

With the exhibition only twenty minutes old, Ian Handley, Managing Director of leading municipal vehicle hire specialist, MHS, had agreed to buy one of our show vehicles. The vehicle in question, a Phoenix 2 15 body with a 9m<sup>3</sup> recycling pod mounted on the Elite 6 X 4 chassis, was procured to bolster MHS's recycling fleet that serves both public and private sector operators here in the UK.

Commenting on the Duo, Matthew Buckley, Refuse & Recycling Manager said: **"Purchasing the Duo gave us another dimension to our fleet that we have dedicated to recycling. Given the flexible configuration of its body compartments, it enables the entire vehicle or part of it to be used for recycling. And the payload that can be achieved from the main compaction body puts it up there with the rest when it comes to general domestic waste."**



The Duo - procured by MHS within 20 minutes of the show starting - just one of the vehicles that we had on show throughout the duration of the CIWM Exhibition.



Derek Flynn (right) pictured with Alan Kershaw, Managing Director of Manvik Plant who is seen shaking hands with Martin Sheehan of Mr Bin Man (centre). Looking on are Manvik's Paddy Boyce and Mrs Mary Sheehan.

A similar sales success picture can also be painted with our good friends and distributors for Northern and Southern Ireland, Manvik Plant. During the exhibition, Manvik placed an order for the first three Twin Packs for Ireland. Purchased for Mr Bin Man of Limerick, the new vehicles are currently being used on Optic Bag recycling rounds in predominantly country areas. A fourth Twin Pack was also ordered by Manvik themselves at the CIWM, and this is currently being used as a recycling demonstration vehicle in Ireland. It would be amiss here not to thank our very own Stewart Graham, whose shoulders it fell on to transport the vehicle to, and demonstrate it within Ireland.

Whilst these are just two of the main highlights following our attendance at the CIWM, it was deemed by everyone to be a great success. A significant number of customers came from far and wide to pay us a visit and it was a pleasure to see so many familiar faces in the one place again. So all that needs to be said, is, we look forward to seeing you all again in June.

# Operator Overview

## Colchester Aims for Recycling Top Spot in One Pass

Colchester Borough Council – recognised as one of the UK's top 10 councils in the field of waste minimisation, recycling and composting – is set to deploy our specialist One Pass RCV in its drive to achieve a staggering 40% recycling and composting rate next year, rising to 60% by 2007.

Acclaimed by the Audit Commission to be 'leading the way forward towards excellence in waste management', and with its sights set on becoming the cleanest and greenest Borough in the country, the Council has recently placed an order for a fleet of 13 One Pass RCVs that are due to enter service next March. Procured through SFS Limited – one of the UK's leading municipally-focused contract hire specialists – the new vehicles will not only enable four different types of recyclable materials to

be collected separately, they will help the Council reduce costs by around £400,000 per annum.

**"Having the new One Pass vehicles in our fleet will enable us to deliver a simpler, more efficient, more economical, and environmentally friendly service for residents across the borough,"** comments Colchester Borough Council's Waste & Transport Manager, Dave McManus.

**"Currently our extensive door-to-door recycling collection service involves us doing a total of five passes. The One Pass vehicles, with their multi-compartments, will enable us to rationalise this, whereby one vehicle will do the work of five. Not only does this simplify collection, it addresses other issues such as reducing fuel consumption, pollution**

**and noise, not to mention congestion and time. All in all, they will be the work horses that will deliver a two week collection cycle,"** adds Dave.

With the new vehicles in service, which feature dual compartment compacting bodies at the rear of the vehicle working in unison with a behind-the-cab mounted, top loading pod, Colchester Borough Council will collect waste from 66,000 properties on two cycles. Week A will see general domestic waste, cans, paper and cardboard collected, whilst Week B will centre on green waste and plastics.

Each of the new One Pass vehicles will be based on the acclaimed Elite 6 X 4 chassis, complete with the new Elite 2 cab that has been specified with a driver plus four seating configuration.

## Supporting a Pioneering London Estates Scheme

Our first stop is north London, where our RCVs are helping deliver an innovative recycling scheme for many of the City's estates residents. Here, a joint partnership between the north London councils, including Islington, Camden and Enfield, is using our vehicles to collect recyclable materials from residents on estates or multi-occupancy flat-blocks not served by a kerbside scheme.

With two years' funding of £2.6million from the London Recycling Fund, the Councils have the vehicles, containers and required civil works in place for the project. The Borough of Enfield has a Dennis Eagle Phoenix 2 9 that features the narrow variant 4 x 2 Elite chassis. Complete with our recently introduced Beta 2 bin lift and driver plus three cab, the 18 tonne RCV is being used for weekly collections of dry multi-materials from recycling facilities. A further RCV based on the same Elite 2 chassis and featuring the Top Loader Terberg recycling body is scheduled to enter service shortly for glass collections. The Borough of Camden is operating an equivalent Phoenix 2 9 body based on the Elite 4 X 2, whilst the same chassis fitted with the Terberg recycler body is being used in Islington.

The estates project aims to cover some 133,000 households across the five boroughs. The new vehicles will help the Councils reach the Government's recycling target of 25% by 2005. In Enfield, the Phoenix 2 9 is expected to

service some 100 community recycling centres that will become operative by March next year. Our RCVs are collecting recyclable waste that residents are depositing in Taylor 1280 Euro bins.





Not surprisingly, the word 'Recycling' is once again very much at the centre of things within this issue of Eagle Eye, as we swoop in to take a look at how three operators from around the country are putting our RCVs to good use.



## Out with the Old!

When Copeland Borough Council sought to retrofit bin lifts to its existing open back fleet of RCVs to support the launch of a green waste recycling initiative, Lex Transfleet presented an optimum solution to the problem. In what constitutes a case of 'out with the old and in with new', the UK's leading independent supplier of fleet support services agreed to supply a brand new fleet of our RCVs to support the implementation of the new scheme.

Having secured funding of £434,000 from DEFRA (Department of the Environment, Food & Rural Affairs) for the initiative, the Council has taken delivery of four new Phoenix 2 23s that are based on the Elite 6 X 4 chassis, complete with driver plus two cabs.

Fitted with Terberg DEL bin lifts, the fleet is being used to introduce the recycling scheme to some 20,000 households within the Borough. Replacing the previous black sack collection rounds, the Phoenix 2 23s are being used to roll out a twin wheeled bin scheme. The new RCVs collect general waste in black wheeled bins and green waste in brown wheeled bins on an alternate week basis.

Whilst the recycling initiative that has been introduced by Copeland Borough will cover two thirds of the region's households, the Council is hoping to secure additional DEFRA funding to extend the service to cover the entire region. And with the new fleet forming the backbone of the scheme, Copeland Borough Council is confident that it will achieve a recycling figure of 34% by the end of 2005/6, against a target figure of 18%.

Operating RCVs that are exclusively Dennis Eagle, the Copeland Borough Council newcomers procured by Lex Transfleet have bolstered the RCV fleet to some 13 vehicles.

Comments Copeland Borough Council's Head of Amenity & Environmental Services, Keith Parker: **"We are delighted that we have been able to launch the green waste recycling initiative using new vehicles, and this is largely down to the flexible manner in which Lex Transfleet, who satisfy the needs of our entire vehicle fleet programme, approached the problem. We have always enjoyed reliable service from Dennis Eagle's RCVs in the past, which is crucial to a Council such as Copeland, bearing in mind that we experience access problems across what can be a quite isolated and remote part of the country."**



# Fast Becoming Premier Waste's First Choice RCV

It's got to be hats off to Jonathan Thomas. In less than twelve months, he has been successful in forging very strong links with Premier Waste Management, the largest independent waste management company in the North East of England.

Having supplied our first ever Elite chassis into Premier Waste Management in February, by the time they take delivery of two Hüffermann FELs in January, it will see their vehicle intake figure hit the 32 mark.

As part of a major fleet expansion programme, Premier Waste Management has invested in some 28 Elite chassis this year alone. Specified with Terberg Matec UK Kerbsider bodies, the Elite 4 X 2 chassis - featuring our new Elite 2 cab with driver plus three seating configuration - are being used to deliver the company's 'Kerb-it' scheme, a unique recycling initiative that by the end of this year will extend to some 365,000 residents in Tyne & Wear and Co Durham.

But that's not all. Based on the performance of a Phoenix 2 demonstration vehicle, Premier Waste Management this year bolstered its five-vehicle fleet dedicated to trade waste with the addition of two Phoenix 2 23s based on our robust Elite 6 X 4 chassis. And it is within the field of commercial waste collection that the two new high capacity 35m<sup>3</sup> Hüffermann FELs will be utilised when they are delivered early next year.

Commenting on behalf of Premier Waste Management, Fleet Manager, Nigel Bill said: **"The fleet expansion programme has been implemented to help support the ambitious growth plans that we have in place for our comprehensive range of waste management and recycling services for local councils and businesses throughout the North East, and the Dennis Eagle products will be instrumental in helping us achieve this. We are already delighted with the performance of the Dennis Eagle product, as we are with the parts and service back-up that is in place to**

**support it. In addition to benefiting from guaranteed parts and service support through the company's association with Lex Auto Logistics, the online parts manuals have also made our lives far easier.**

**"As for the Elite chassis, then we believe it is ideally suited to our Kerb-it scheme due to its low entry design. It makes it far easier for the crews to enter and exit the cab, which they obviously have to do throughout the day,"** he added.

But it's not just the chassis product that Nigel is singling out, as he looks forward to seeing the Hüffermann FELs perform in the field. **"I first came across the Hüffermann FEL when visiting Dennis Eagle's factory and was immediately impressed with the way it is engineered and constructed. Hüffermann is a major supplier in Europe and with Dennis Eagle's aftermarket operation in place to support the product here in the UK, we believe it will help sustain our present FEL requirements,"** concludes Nigel.





# Braking Better Than Ever Before

The benefits that can be gained from putting additional braking components on an RCV are many and varied: safer, more comfortable and improved response braking, extended component life, reduced downtime, lower emissions, and a reduction in brake squeal and judder being the most commonly cited positives of such systems. One thing's for sure, given the extremely demanding stop-start scenarios that a typical RCV experiences daily, considerable stress falls on the braking system as it is called into operation on an almost constant basis.



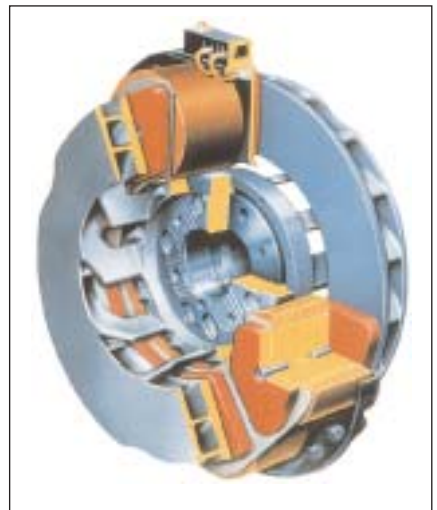
In light of this, an increasing number of operators are specifying the brand leading Telma Retarder System on our Elite 2 chassis. Wealden District Council, for example, has only recently specified the Telma Retarder on ten new vehicles that have entered their frontline fleet. The system has been fitted to three Twin Packs, six Phoenix 2 235 on the 6 X 4 Elite and one Phoenix 2 15 6 X 2 narrow track Elite.

Commenting on the specification, the Council's Head of Direct Services, Mike Pashler said: **"The Telma Retarder was specified given the fact that the vehicles are used to collect green waste. By its nature, it is denser and heavier than residual waste, hence we wanted to ensure that our drivers have optimum control over the vehicles at all times, particularly when fully laden. The Telma Retarder system offers this protection at all weights and road speeds. It also delivers improved braking comfort and has a positive impact on maintenance costs."**

The Telma Retarder system - available in two options - can be installed online as original equipment, or retrofitted within our Service Centre Network. Automatic and instantaneous operation of the Telma through the foot-brake delivers high levels of retarder braking performance at all

road speeds without having to modify driving style. And installation of the system has been found by Telma to provide a minimum four-fold increase in brake lining and drum life, with some operators having experienced an eight-fold increase.

The system is environmentally friendly as its totally silent operation virtually eliminates early morning brake squeal, whilst minimising brake dust emission. Ruggedly built, the system is not affected by demanding landfill conditions, and no specialist tools or training are required to maintain the system once installed.



## Teaming up with Beacon Status Wealden District Council

The three new Dennis Eagle Twin Packs that have recently entered service with Wealden District Council – holders of Beacon status for waste management in 2001 – are being used to support the Council's 'Crown' (Collecting and Recycling Our Waste Now) kerbside scheme for dry recyclables and green waste. They will be instrumental in ensuring the Council achieves its target of 30 – 33% for recycling during 2004.

Covering some 37,000 properties across the district, the Twin Packs will be used to trial a revision to the Crown recycling scheme early next year when it will be extended to take in plastics and which, as a result, will see Wealden District Council segregate its dry recyclable materials further. The Crown scheme currently deployed by Wealden, which covers 60% of properties in the District, sees green waste and dry recyclables collected one week and residual waste the next. Under the pilot scheme for plastics, whilst alternate week collections will continue, the Twin Packs

larger compartment will be dedicated solely to paper, the smaller one being used for plastic and cans.

In addition to the three Twin Packs, the six Phoenix 2 235 based on the Elite 6 X 4

and Phoenix 2 15 narrow body based on the equivalent narrow track 6 X 2 Elite chassis, will act as general compaction vehicles for residual and green waste collected within the District. Each of the new vehicles features Zoeller bin lifts.



One of the Phoenix 2 235 based on the Elite 6x4 chassis in the Wealden District Council livery.

# Spinning a New Web!

Dynamism doesn't just apply to our approach to the Dennis Eagle service and product offering, it also relates to the ways and means with which we communicate with our customers and suppliers. Take our web site, for instance. Visitors to the site - [www.dennis-eagle.co.uk](http://www.dennis-eagle.co.uk) - will have noticed that they are now presented with a whole new look. Surfers also have the opportunity to quickly and efficiently 'log on' to receive a demonstration of our Electronic Parts Catalogue or, if they have their own user name and password, use the facility to identify parts on every single body and chassis built from August 1 2001. Now that's impressive!

What's more, this strategically important and integral part of the web site is scheduled to blossom into a fully integrated online parts ordering system early next year. As usual, we will keep you fully informed of developments in due course.

But it's not just the EPC that features strongly on the new Home Page. Logically presented information and easy-to-follow sub sections make navigation throughout the site very user-friendly. If you're not convinced, why not log on and check out the improvements for yourself?



Information is presented that covers our product and service offerings, latest news, service bulletins, and our distributor network. We have also made it possible for copies of our sales literature and technical specification sheets to be quickly downloaded, should this be required. Happy surfing!

## 43 Years' Loyal Service

Everyone at Dennis Eagle said a fond farewell to Len Wesson recently, when he retired from his position as Regional Parts Salesman after putting in a remarkable 43 years loyal service with the company.

Len's career started with us in 1960 when he joined 'Eagle Engineering' as a fitter's mate. During his career, Len has worked in various departments and positions within the company. In addition to working in the Body Fitting Shop, Len has occupied the position of Demonstration Driver, Field Service Engineer, Workshop Foreman and Service Workshop Manager.

Len, who is a keen gardener, now plans to spend more time working on his allotment and with his family.



Comments Norman Thoday: **"Len will be missed not only by his colleagues, but also the many customers that have dealt with Len across the years. We greatly appreciate Len's contribution to our business. He is a very loyal, enthusiastic and hard-working person. We all wish Len and his family our sincere best wishes for the future."**

## Deepest Sympathy

It is with deep regret and sympathy that we report the untimely death of Mr Ken Bates. Whilst Ken joined Dennis Eagle in 1998 as Assistant Accountant, he most recently played a crucial role as Special Projects Administrator in helping our Quality Department develop and implement the Quality System that resulted in us securing the ISO 9001:2000. News of Ken's death came as a huge shock and we send our condolences to his family and friends. He was a familiar and friendly face at Warwick and will be sadly missed.

## The Sky's the Limit

Whilst the thought of jumping out of an aeroplane in a parachute is enough to frighten most of us, it certainly didn't stop our very own Robert Groves from taking part in a sponsored tandem parachute jump, and for a great cause - the Mercia MS Therapy Centre in Coventry.

In total, Robert was able to donate £1111 to the Coventry Centre, some £620 being raised with the help of Dennis Eagle. The donation will go directly towards the provision of therapies for local people with Multiple Sclerosis.



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### COMMENTS AND FEEDBACK

We hope you have enjoyed this edition of Eagle Eye, however should you have any comments please do not hesitate contact me.

Anne Kaarlela (Marketing Executive)  
Heathcote Way, Heathcote Industrial Estate,  
Warwick CV34 6TE.  
Tel: +44 (0) 1926 458538 Fax: +44 (0) 1926 316550  
Email: [anne.kaarlela@dennis-eagle.co.uk](mailto:anne.kaarlela@dennis-eagle.co.uk)  
Website: [www.dennis-eagle.com](http://www.dennis-eagle.com)