



## Press Information Pack

2011

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## 1.0 INTRODUCTION

### 1.1 Company overview

Briggs Equipment UK is the sole national distributor of Yale Materials Handling products in Great Britain, providing a wide range of equipment for a broad customer base. With its headquarters and national support centre in Cannock, Briggs people assist and advise in the delivery of long-term solutions that enable customers to develop more efficient and results driven businesses.

Briggs Equipment UK provides innovative, tailored and cost effective solutions for new or used lift trucks, to buy, lease or short-term hire along with comprehensive customer support services. It offers a range of trucks suitable for all applications – over 130 types of materials handling equipment in total.

Briggs Equipment UK is part of Sammons Enterprise Inc. Based in Dallas, Texas, Sammons is one of the world's largest privately owned companies with assets approaching US\$40 billion. In September 2006, the company purchased UK based Finning Materials Handling and formed Briggs Equipment UK, representing Sammons' entry into the UK market. The acquired business became part of Sammons' equipment distribution division, which also incorporates Briggs Equipment, one of the USA's leading materials handling equipment distributors.

### 1.2 Corporate Structure



### 1.3 About Sammons Enterprises Inc.

Founded in 1938, Sammons Enterprises is a multi-faceted holding corporation that owns and operates businesses across a diverse range of industries. Headquartered in Dallas, Texas in the United States, with assets in excess of \$30 billion, Sammons ranks among the largest privately owned companies in the world.

The center of Sammons Enterprises is comprised of its diversified portfolio of investments, including wholly-owned and affiliated businesses in industries such as insurance, hospitality, industrial equipment, construction equipment, healthcare and real estate, among several others.

#### Sammons' Wholly-Owned Businesses include:

- Briggs Equipment UK [www.briggsequipment.co.uk](http://www.briggsequipment.co.uk)
  - The sole national distributor of Yale Materials Handling products in Great Britain
- Briggs Industrial Equipment, Inc.: [www.briggsequipment.com](http://www.briggsequipment.com)
  - Provider of premium Yale lift trucks and fleet services equipment and rentals
- Briggs Construction Equipment, Inc.: [www.briggsequipment.com](http://www.briggsequipment.com)
  - Provider of premium construction equipment, rentals and services
- The Grove Park Inn Resort & Spa: [www.groveparkinn.com](http://www.groveparkinn.com)
  - One of the South's most venerable and famous grand resorts
- Midland National Life Insurance Company: [www.midlandnationallife.com](http://www.midlandnationallife.com)
  - A leading underwriter of individual life insurance and annuities
- North American Company for Life and Health Insurance Company: [www.nacolah.com](http://www.nacolah.com)
  - Industry leader in mortality protection and life insurance and annuities
- Sammons Annuity Group
  - Underwriter of fixed and variable annuity products
- Sammons Power Development, Inc.
  - Power supplier in Arizona
- Sammons Realty Corporation
  - Real Estate division of Sammons Enterprises
- Sammons Securities Company, LLC
  - Broker/dealer offering products and capabilities to Securities reps

### 1.4 Mission Statement

*"We will be the customer's **first choice** of service provider.*

*With the support of our partners we will change the Industry from being manufacturer driven to **customer led**," **Richard Close, CEO.***

## 2. BRIGGS EQUIPMENT UK

### 2.1 Centres and Staff

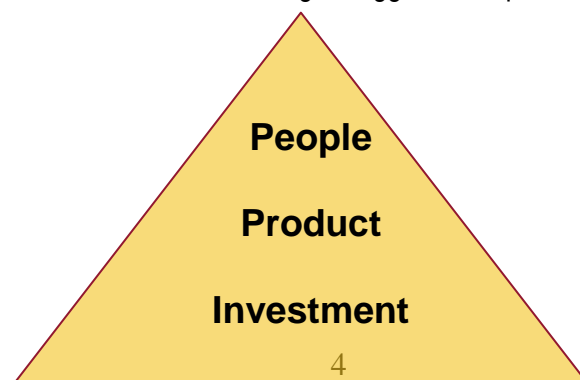
Briggs Equipment is the national distributor of Yale Materials Handling products in Great Britain and employs approximately 700 staff. The business has offices in Cannock, Staffordshire, Haydock and Livingston in Scotland, although the majority of its 350 strong engineering workforce work from remote locations throughout the UK.

### 2.2 Products and Services

Briggs offers a full range of materials handling equipment designed to provide a total solution to customers materials handling needs, these include:

- Diesel, LP Gas and Electrically Powered Counterbalance Fork Lift trucks
- Pallet Trucks
- Stackers
- Reach Trucks
- Multi-Way Reach trucks
- Turret Trucks
- Order Pickers

Briggs Equipment is a company that is customer driven as opposed to being manufacturer led. By taking this approach, Briggs is able to offer the flexibility to match and meet its customer's needs. So whether the customer wants to make an outright purchase on a new piece of equipment, secure a lease or short-term rental deal, purchase from a stock of quality used equipment or even a mixture of these offerings, Briggs is best positioned to tailor a package that suits.



### ***First Class Service***

Throughout the company, all Briggs employees are aligned to the needs of the customer. From point of sale to servicing and support Briggs ensures that its customers come first.

### ***Time is Money***

Briggs understands that fleet downtime can be a painful and costly experience for the customer. That's why its network of 350 service engineers offer a 98% next day parts delivery service as well as a 90% first time fix rate, preventing any loss in productivity.

In addition, Briggs can offer its customers on-site resident engineers. These engineers, supported by the Briggs servicing network ensure percentage uptime is maintained across the sites, by making minor repairs to the fleet, coordinating servicing times with business production timings, as well as assessing fleet optimisation and monitoring health and safety considerations.

## **2.3 Briggs Equipment UK's Customers**

Briggs provides materials handling solutions for some of the biggest names in business, these include:

- Mersey Docks and Harbour
- TNT
- Travis Perkins
- Nestle
- Wickes
- Honda
- Dixons DSG
- Palletways
- Allied Bakeries

## **2.4 Briggs Values and Behaviours**

### **Personal Accountability & Empowerment**

Empower self and others.  
Ask “what more can I do” to make a difference.  
Think like an employee owner.  
Meet obligations to others in a timely manner.

### **Respect for Individual**

Show appreciation for the contributions of others.  
Treat others with respect, dignity and common courtesy.  
Ask for and offer support freely.

### **Open Communications**

Share complete information with others.  
Listen openly to the ideas and inputs of others  
Coach others by giving constructive feedback.

### **Focused Direction & Purpose**

Live the Mission Statement.  
Identify and focus on your/others Blue Chips.  
Clearly communicate expectations and standards.  
Make/exceed the plan.

### **Integrity and Ethics**

Tell the truth.  
Honor the intent of commitments.  
Do the right thing, even if unpopular or risky.

### **Teamwork**

Clarify roles and responsibilities with team members.  
Share the recognition for successes with the team.  
Accept responsibility equally for successes and failures.

### 3. Media Information

#### 3.1 Key Media Spokespeople



**Richard Close, CEO, Briggs Equipment UK**

Richard Close joined Briggs Equipment UK in October 2006 as Chief Executive Officer. Prior to joining the company Richard Close served as Managing Director EMEA, NACCO Materials Handling Group. For 15 years prior to working for NACCO, he held various senior management positions with Lex Service PLC.



**Peter Jones, Chief Financial Officer, Briggs Equipment UK**

Peter Jones was appointed Chief Financial Officer of Briggs Equipment UK in October 2006 following the acquisition of the Finning business by Sammons Enterprises Inc. Prior to this Peter served as Commercial Manager of Finning Materials Handling, playing a key part in the business's strategy. Before his role as Commercial Manager, Peter had a career spanning over 14 years with PricewaterhouseCoopers, a renowned global accountancy firm, working in both the UK and the US.

**For further information please visit:**

[www.briggsequipment.co.uk](http://www.briggsequipment.co.uk)

[www.briggsequipment.com](http://www.briggsequipment.com)

[www.sammonsenterprises.com](http://www.sammonsenterprises.com)

### **3.2 Media Contacts**

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