

LIFT-OFF

Number 9

March/April 1983

Internal newspaper of Otis Elevator PLC (UK)

The company which was eventually to become Otis Elevator PLC was started by Richard Waygood in 1833

150 YEARS AGO

The company roots go back to 1833 – and that's 150 years ago.

It was in 1833 that Richard Waygood started the general engineering business in Dorset which was to become Waygood-Otis, subsequently Otis Elevator Company, and to-day, under EEC regulations, Otis Elevator PLC.

In 1840, Waygood moved his thriving business to London, and in 1863 he moved again, to Falmouth Road in south London, and named his premises Newington Ironworks.

Not that he had got around

to making lifts at the time. The water heaters and stoves he had manufactured for Dorset farmers gave way to pumps, presses and machinery for treating rice and coffee.

But in 1865, H. C. Walker joined the company. He had interesting ideas about what he called 'lifting appliances' and foresaw a great commercial future for them.

Richard Waygood agreed and in a few short years Waygood became the predominant UK name for lifts.

The company produced the first British passenger lift in 1870.

The Grand Hotel, Charing Cross, London, was opened in 1880 and a Waygood passenger lift installed.

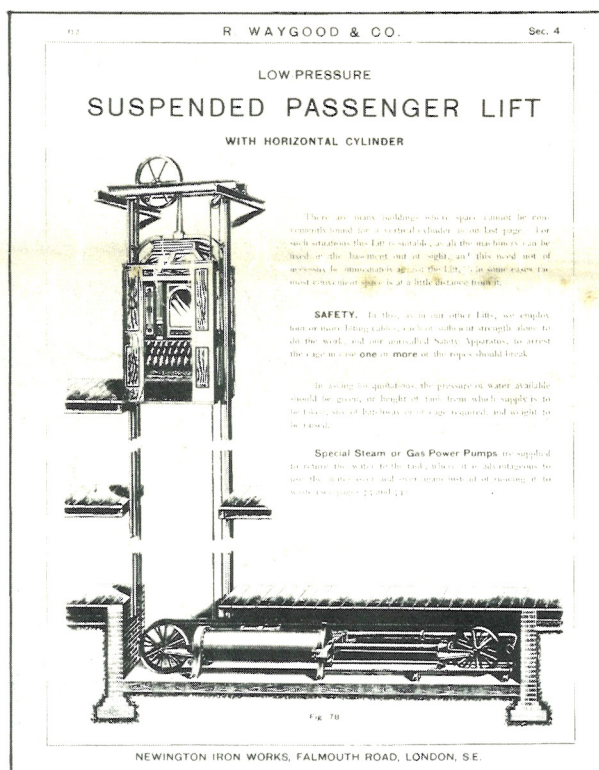
In 1893 a hand-powered lift went into Balmoral for the personal use of Queen Victoria and was followed by similar lifts at Osborne and Windsor.

Waygood & Co Ltd received a royal warrant as lift-makers to the Queen, and there are Otis lifts at Windsor and Buckingham Palace to this day.

The first Waygood electric lift was shown at Crystal Palace in 1890, and by the early years of the 20th century the company was making and selling hundreds of lifts and cranes a year.

But the continuing growth of the company created the need to go public. In 1914 the Otis Elevator Company of America took a financial

CONTINUED ON PAGE TWO



From R. Waygood & Company's catalogue of 1891, this then modern passenger lift is a bit different from the lifts which have just been installed in Devonshire House, 92 years later.

COMPLETED! FIRST ELEVONIC GEARLESS INSTALLATION IN EUROPE



Third-year apprentice Terry Lydon stands happily at the doors of one of the six 22-person gearless lifts in the main entrance lobby of Devonshire House off London's Piccadilly.

Now completed, this is the first Elevonic installation to become operational anywhere in Europe.

It has created enormous interest everywhere and engineers have come to London from our sister companies in Europe and also from South Africa (see Training Talk on page 2) for practical studies on site. Otis UK is responsible

for all Elevonic systems in ETO and it is particularly fitting that the first installation to be handed over to a client should be in UK's capital city.

And young Terry Lydon, long after he has become a senior craftsman, will always be able to say: "I was there when we installed the first Elevonic".

Now turn to page 3 for news and pictures of the men who are working on another Elevonic installation – at King William Street House in the City of London.

Enter our Holiday Photo contest this Summer

One of the most successful features of the former Otis Magazine was the annual holiday photo contest.

Every year it attracted more entries and the standard of photography went up and up – to make life increasingly difficult for the judges when making their decisions.

We are going to run the contest again this year in Lift-Off.

For the best colour photograph taken on holiday dur-

ing 1983 there will be a first prize of a voucher for £100. The runner-up will get a voucher for £50, and third place will win a voucher for £25.

There are no complicated restrictions governing this contest. You can photograph what you like.

It might be a scenic view in Scotland or Ireland. Or a shot of exotic animals in some far-away, sun-soaked place. Or just a happy snap of children at play on Mar-

gate or Blackpool beach. The choice is yours.

So be sure to take your camera with you on holiday this summer.

The three winning photographs will be published in full colour in the December 1983/January 1984 issue of Lift-Off.

We said there are no complicated restrictions – and there aren't. But please read the few simple rules below before submitting your entry.

The Rules

1. Entries must be colour photographs taken in 1983 and only ONE photograph can be submitted by any competitor.

2. Entries can be either colour transparencies or colour prints, but colour print negatives cannot be accepted.

3. Entries must be clearly marked with the full name and address of sender, location in the company, and a brief description of the scene photographed.

4. Entries should be sent, in appropriate protective packing, to Barry Wheeler, Zone Sales Manager, Otis Elevator PLC, 43-59 Clapham Road, London SW9 0JZ, to arrive not later than Monday 10 October 1983, but will be accepted at any time before that date.

5. The judges will be Arthur Codd, PR Manager of Sir Robert McAlpine & Sons, journalist John Mendes and Barry Wheeler. The decision of the judges will in

all cases be final.

6. Every effort will be made to return entries but the company cannot accept responsibility for loss or any damage to photographs.

7. This contest is open only to employees and pensioners of Otis Elevator PLC. Members of the Promotions Department within Zone Sales at Clapham Road are not eligible.

8. The acceptance of the above rules is a condition of entry.

Contracts

Our first order for many years from Marks & Spencer has been won against strong competition.

The contract is for four Elevonic 301 units comprising a 3-car group and a Simplex which is arranged for future extension as part of a further 3-car group.

The contract has been negotiated and handled throughout by Ted Meatyard, National Accounts Sales Manager, backed up by

Break-through order from Marks & Spencer

Joe Killgallon of Sales Administration who provided estimating and related support throughout the difficult negotiation, including various revisions to reach final agreement.

A large contribution has been made to date by George Houston, Belfast Branch Manager, who assisted Ted with site representation. George will also be responsible for construction.

The job is due for com-

pletion at the end of August 1984, although one lift will need to be installed by the end of August 1983, and in this respect Bob Anderson of Liverpool contract control has already put in some stalwart work.

Lift Off can only say well done, fellas.

John Hughes in Manchester has sold an Atlantic 10-person triplex installation at 1.6mps, one 13-person VR lift at 1.5mps, one

hydraulic wallclimber lift serving three floors and a goods lift, all for a shopping precinct and offices at Mathew Street/Harrington Street, Liverpool. The owners are Royal Life Assurance and the contractors are Tysons. Draughtsmen were Peter Shaw and colleagues and estimators Brian Payne and Alan Dormer.

Glen Rattle in London has sold four passenger lifts, including three Elevonic con-

trolled lifts at 1.6mps, for an office development in Moorgate, London. Owners are the Ocean Accident and Guarantee Corporation. Architects are Peter Edric & Partners. Glen has also secured five LM passenger lifts for the Samuel Lewis Housing Association in North London.

At Moorgate draughtsman was Peter Beavis; estimator Gerry Law. At Samuel Lewis draughtsman was Fred Beck; estimator Brian Payne.

Service Modernisations
Four passenger lifts at Gwent House Town Centre will be converted to group control with new door operation and auxiliary equipment. Sold by Frank Seymour in Cardiff. Estimator Sam Mensan.

Four escalators at British Home Stores, Edinburgh, will be fitted with new step chains, rollers and controllers. Sold by Ron Hood in Edinburgh.

'O' Service Bookings
One passenger lift, six escalators for Fenwicks of Bond Street, London, sold by Harry Bunn.

150 YEARS

from page one

interest and the name was changed to Waygood-Otis, and to the Otis Elevator Company in 1957. It became Otis Elevator PLC in 1982.

Today, the company which grew out of R. Waygood & Co. employs around 2500 people in 23 branches in the UK and the Republic of Ireland, including a London head office and the works at Liverpool.

In 1980 Otis acquired Becker Lifts, and in 1981 it acquired Evans Lifts and William Wadsworth & Sons to form an Otis UK Group with all-round specialist strength in the total lift market.

The Otis UK Group is an industry leader with a major share in sales of new lifts, escalators and travolators, and in service and modernisation business.

Otis in the UK is part of a world-wide organisation employing over 50,000 people in 140 different countries.

The parent company is a subsidiary of the United Technologies Corporation, one of the largest manufacturing companies in the United States.

United Technologies produce jet engines for aircraft, air-conditioning systems, microelectronics, aircraft, and life-support systems and solid fuel rocket boosters for the NASA space programme.

This wealth of technological know-how is available to Otis UK and its subsidiaries to ensure that they maintain and build upon their market leadership.

Lift-Off wishes Otis UK a very happy 150th anniversary, even if they did change a few names along the way.

TRAINING TALK

from COLIN COAST

They came from South Africa for our Elevonic course

With the Devonshire House and King William Street, London, contracts in mind, an Elevonic training course was held at Clapham Road, headed-up by Mike 'Mr Elevonic' Lyons, whose responsibility for the Elevonic system covers all ETO.

Patrica Gordon, who is a graduate electrical engineer in training, was able to make a valuable contribution.

Among the top engineers and adjusters on the course were two from South Africa, Mike Russell and Keith Viera, who came over especially, and also for practical experience on site at Devonshire House, now completed.

The others present were testers Derek Wright and Mick Sapsford, Derek Smith from the Training Department, superintendent tester Jim Peacock, fitters Chris Patey-Ford and John McNally, field engineer Dennis Kelly, Elevonic project engineer Len Halsey and superintendent tester Ron Gaywood.

The supervisory training course mentioned in the last issue went extremely well, and was held in Birmingham. There was a three-day input from the Industrial Society and on the other three days input was from Otis personnel John James, John Payne and Colin Coast.

Fifteen people attended and there will be three similar courses during 1983, the next to start on 21 March.



Mike Russell and Keith Viera from South Africa at the Elevonic training course held at Clapham Road

So far, seven two-day computer courses have been organised, to be run for managers at the Coventry Management Centre. Throughout the year the aim is to cover the vast majority of senior and middle managers, to introduce them much more to the concept of computing. People from Becker, Evans and Wadsworth will be invited to take part.

Incidentally, the micro-computer at Clapham Road Training Department is now installed and operating.

The rig room at Clapham Road has been reorganised



Apprentice Michael Dromgoole receives his first year off-the-job certificate from Mr J. J. Fry, chairman of SENTRA training centre at Shoeburyness, Essex.

and rewired under the supervision of Derek Smith. We are also trying to get a MUP3 controller in there. The work has been done by apprentices, which was good on-the-job experience for them, and most helpful for the Training Department.

Last September a number of apprentices finished their first year off-the-job training. In London they were J. Kennedy, A. Nye, J. Wheeler, J. Murphy, S. Minns, S.O'Con-



Two newcomers. Above, Kay Styles, who will be responsible for head office training, seen with the newly installed micro. Below, Lorna Reeves, who originally came to the company under the Youth Opportunities Programme.



nor H. Eugene, S. Hamblin, R. Webb, M. Braidwood, D. Rathbone, A. Ginno and J. Wilson.



BARRY TOPS THE 1000

After 20 years as an Otis salesman, Barry Lane at Clapham Road has sold his 1000th unit.

Last November he got an order for a half-tonne goods lift to be installed at the John Barnes Waitrose supermarket in Finchley Road, Hampstead, London. That unit took him exactly to the thousand.

The first sale was in March 1962. It was a small service goods lift for the 3Ms company at Harlow.

After that first sale, Barry, and he really doesn't know quite why, started a personal running log book of his subsequent sales.

BIGGEST

His biggest sale was 26 lifts in 1967 for the new Charing Cross Hospital in Fulham, west London. Extensions and ancillary buildings have added to that total, and there are now over 40 Otis units in the hospital.

His most unusual sale was a hydraulic lift for the Roussel Laboratories at Swindon. The lift is completely circular.

Then there were the lifts for the Hyde Park Cavalry Barracks in 1967, including one sale which Barry did not make.

The officers' mess was designed to be at the top of the building - and that raised a problem.

Traditionally, on dining-in nights, the adjutant rides into the mess on his horse. So the Household Cavalry wanted a lift tall enough to take a man on horseback up to the top floor.

From the rest of the country they were K. Graham (Luton), M. Dromgoole (Southend), I. Nelson (Southampton), J. Gould (Bristol), P. West (Cardiff) K. Broughton (Manchester) K. Travis (Liverpool), P. Morton (Leeds), M. Grist (Newcastle), D. Keen (Glasgow), G. McNeil (Edinburgh), M. O'Gilvie (Aberdeen), F. McGregor (Dundee).

Yes, it's our very own John James, in festive mood last Christmas. The ear muffs are to keep out the disco music which he hates. And the head gear? Well, your guess is as good as ours.



No problem for Otis, and the lift was designed. But the cost was inevitably high and the army decided the idea was too much of a luxury. The lift was never made.

Barry has been much involved with racecourses, and has sold units, mostly escalators, at Sandown Park, Leopardstown, Doncaster, Goodwood and Newmarket.

A recent big sale, where installation will shortly start, was for the new head offices of the Sedgwick Group, international brokers, at Gardiners Corner, London.

Eighteen escalators will be sited in an atrium - the first time this will have been done in UK, and probably in Europe.

Barry has lived all his life in Dulwich, south London, and went to school at Dulwich College. After National Service in the RAF he worked for a couple years in his uncle's wholesale food business, followed by two years with the then National Provincial Bank before joining Otis as an estimator in 1960. He became a salesman two years later.

SECRETARY

He is secretary of his school's old boys' golfing society, and, up until three years ago, played a lot of cricket. At one time he ran the Otis London cricket club.

Happy 1000th, Barry.

1983 GOLF TOURNAMENT

This year's Otis National Gold Tournament will be held on Tuesday 13 September at Moor Hall Golf Club, near Birmingham.

It is open to all Otis UK employees who have an official handicap from a club or golfing society.

Entrance fee will be £2 and green fee is expected to be £8 for the day.

Entry forms from Alan McNamee, Personnel Department, Otis Elevator PLC, Moorgate Road, Kirkby, Liverpool L33 7XW.

Full details will be available later in the year but entries will be on a first-come, first-served basis.

25 year awards at Liverpool works



Alan Mainwaring made the awards to packer Maud McNaboe, in the Distribution Department, first woman ever to receive a gold watch at Liverpool works, and to Derek Brewer, supervisor in the motor build area. Photos by Eddie Dodson.

UK TEAM IN ACTION AT ETO MEETING

Staff from Otis UK made a major contribution to an ETO Field Release Meeting held at Les Bezards, southern France.

Object was to introduce field managers, engineers and educators to new and recently released products at the earliest date.

BIG ATTENDANCE

The meeting was attended by some 40 people from all the European countries and the Middle East, and occupied two and a half days.

The Otis UK presentation and demonstration covered NAO fixtures, Elevonic systems and equipment, gearless Retrofit and Memco Detector 9948R.

Our team was Dennis Kelly and Mike Lyons (field engineering), Derek Smith (field

training), Jack Proctor (engineering R & D) and Gordon Pestell, Zone Technical Manager.

Mike Lyons had overall responsibility for presenting Elevonic, Dennis Kelly and Derek Smith handled the Memco Detector and Jack Proctor looked after NAO fixtures, power drives and gearless Retrofit.

The total presentation time was eight hours with four hours allocated to the UK. Sessions were divided into three groups and the total demonstration time for the UK was approximately two hours per group.

VISUAL METHODS

With such a broad spectrum of people attending it was necessary to prepare the pre-

sentations with great care to ensure correct content balance. Maximum use was made of slides and overhead projection methods.

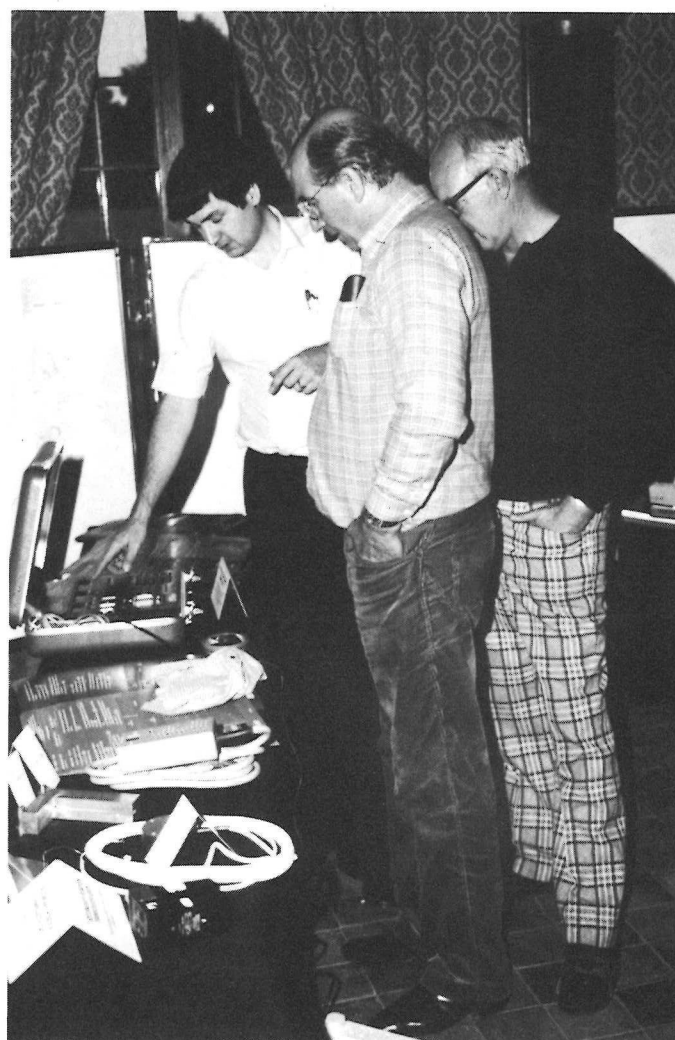
Also making presentations were Ascinter-Otis (Europa doors, OVL door operator, HP/HR hydraulic equipment) and Flohr-Otis (microprocessor controllers MPO, MPIE and MP3M).

MODEL

Stigler-Otis produced a Perspex working model of the CEAMOL hydraulic unit.

The Otis UK Memco Detector demonstration consisted of a complete run through of the parts with a broken down unit together with the actual adjustment demonstration on an entrance with an OVL door operator.

The Ascinter-Otis Dallas



Mike Lyons, Peter Kerrell and Gordon Pestell with some of the Elevonic demonstration equipment

exhibit was used for the demonstration of the NAO fixtures, and the main attraction here was the security operation incorporated in the buttons.

Included with this demonstration were the G6 parts of

drive unit and load weighing device together with how these fitted in with existing equipment.

The Elevonic demonstration was made up of site tools such as the Otis maintenance tool, pro-log burner and

Look, we're on telly!

Channel 4 TV have twice been to Liverpool works to shoot scenes for their serial, 'Brookside'.

Both exterior and interior locations were used, and for one afternoon the conference room was taken over to film a union meeting. With actors playing the roles, of course.

The TV crew even brought along their own coffee dispensing machine.

eraser, together with a rig which showed the output from the velocity and position transducers on an oscilloscope.

Derek Smith's participation at the meeting has enabled him to have a preview of equipment that will be coming, and preparations are in hand to ensure training will be available at the right time.

ROAD & FERRY

Some early arrivals were necessary to set up the exhibition areas on Sunday 17 October ready for commencement on the Monday. Apart from the detectors, all the UK equipment was taken by road and ferry and returned by the same route.

All those attending thought the meeting very worthwhile, and the UK team received many favourable comments on the presentations and demonstrations they carried out.

King William Street House is going Elevonic



Just north of London Bridge, King William Street House is an imposing addition to the City of London's stock of prestige offices.

With 131,000 square feet of air-conditioned office floor space, it is a development by the City of London Real Property Co. Ltd, part of the Land Securities Group.

Chargehand Roy Pocklington and his team are currently on site to install six 16-person lifts with Elevonic control, plus two 8-person geared UMV lifts and one 1000kg hydraulic goods lift.



Improver J. Cooper



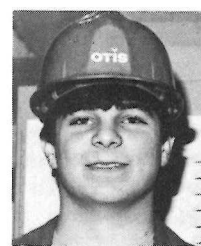
Mate B. Thirlwell and fitter J. Wood



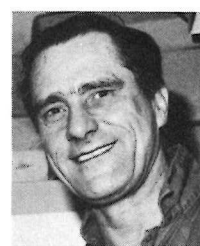
Fitter R. Balmer



Chargehand Roy Pocklington



Apprentice D. Wall



Bill Showell, rope gang



John Wonnacott and John Griffith, rope gang



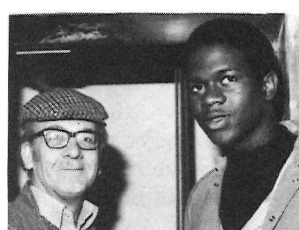
Fitter J. Francis and mate C. Wills



Above Mate T. Jones and fitter S. Young

Above, right, Apprentices Paul Jackson and Tony Power

Right, Fitter H. McNamara and apprentice H. Eugene



DR TONY WILLIAMS, DIRECTOR OF ENGINEERING, TALKS TO LIFT-OFF

'Our job is to give support wherever it is needed'

Based at Liverpool works, Dr Tony Williams is responsible for four managers and their departments.

Charles Meredith is Product Administration Manager, Alec Thorogood is Quality Assurance Manager, Santosh Mathur is Design & Development Manager and John Crockford is Contract Engineering Manager.

"Product Administration is a most important function" Dr Williams says. "These days we may import a car package from Otis France which contains Otis German microelectronics, an Otis Italy machine, governors from Otis Austria and perhaps Otis Spain switches.

"When we are manufacturing the Custom elevator range in Liverpool, the works will in turn use equipment from the above Otis sources.

"As designs from the sister companies are modified, improved and updated, a lot of people in the UK must be kept informed. This is a prime function of the Product Administration Department.

"During 1983 we hope to produce a simple management digest which will help people more easily to keep track of these changes. I see Product Administration as a catalyst for better communications with a strong role to play in making our bureaucracy more effective.

"The Chief Executive has designated 1983 as Customer Satisfaction Year. Quality Assurance has a key part to play in achieving this objective and ensuring that the product which the customer receives is delivered complete and on time, gives the specified long-term performance,

and is competitively priced.

"I see Design & Development as a support function. It isn't just an ivory tower activity; it is a down-to-earth, bread and butter business activity. The only end products we have are the things new sales and service departments are able to sell.

"As everyone knows, Otis UK manufacture equipment for the whole of Europe, and we have developed the Custom elevator range to serve the major part of the market. It gives a wide range of options for the customer who wants a traditional lift, but, by using certain standard components, also gains the cost benefits of flow-line production.

"Currently we have a very active service package development programme. The service people tell us they want a particular package, say, for the

which offers significant performance benefits to the customer. The old 1950s and 1960s relay controllers, for instance, gave a certain despatching and flight performance. With the new solid state Elevonic control you can get improved performance from the same lifts.

'Talk to us if you have a problem. We are practical guys, and very approachable'

"Liverpool works is one of the world-wide sources for gearless machines. Over the last couple of years we have done a lot of work to cost-reduce the large gearless machines and also to adapt them for the specific requirements of world-wide markets. Code requirements in Australia, for instance, may be quite different from code requirements in Germany.

"We have also done a quality evaluation to make sure our machines are right for the Japanese market. In addition to performance the Japanese look for perceived quality - highly burnished castings and perfect paint finish. The product must look good as well as be good. The Liverpool product has always had the necessary performance quality for international markets; its appearance can

now be a work of art for those markets which require it.

"Looking to the future, of course, we will have geared variable frequency AC drives. With modern techniques it is possible to use variable AC drives with standard induction motors.

"The Americans in NAO have developed a variable frequency motion control which is extremely successful.

"A bank of batteries is inverted to variable frequency AC to run the elevator. You get regeneration from the movement of the elevator and trickle charge the batteries to make up losses. The only power supply required is a single-phase 30 amp cable.

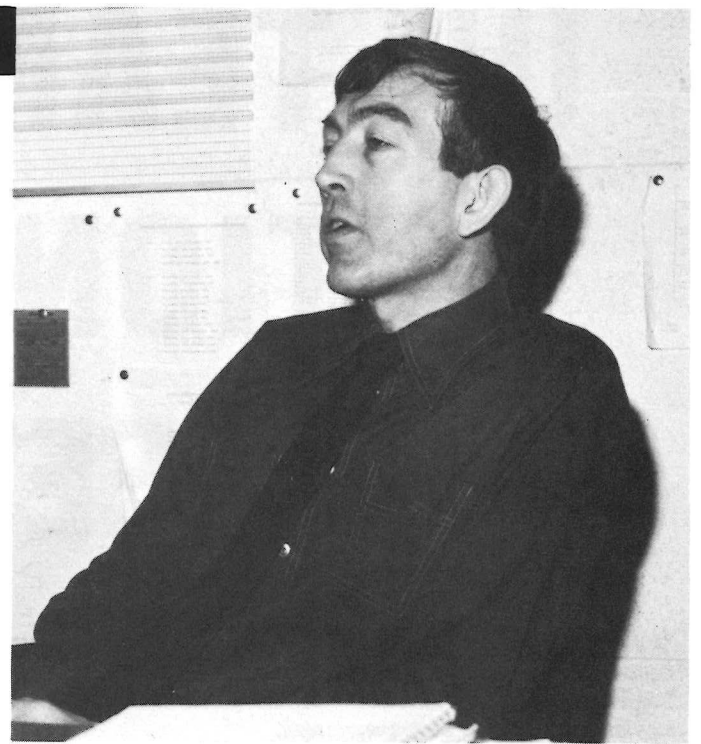
"We will use standard AC motors and a standard helical gearbox, which is cost-effective. Using state of the art solid state technology is good for Otis and good for the customer.

"We are always watching what other people are doing and have received some good ideas from sister companies. We don't believe it must always be invented in UK, and we know that sister companies have adopted some good ideas from us, too.

"On the engineering side we are involved with Becker, Evans and Wadsworth within the new Otis UK Group on various design projects.

"Remember, however, that the four companies within the group are autonomous and self-standing as individual companies. There is not going to be any 'badge' engineering, in the way that Daimler cars became Jaguars with a Daimler radiator.

"Whatever is done is only



done if the individual MDs think it is right for their companies. It is basically a matter of pooling all our extensive knowledge and resources.

"Our job in the engineering department is to give support wherever it is needed. The people who earn the money for the company are in the factory and field, and a large part of the engineering budget is allocated to support them.

"When these people have a problem we give it a very high priority. We try to be responsible and responsive. As I have said, we are a bread and butter department".

Dr Williams will have been with Otis five years this May.

'Design and Development is not an ivory tower activity - it is a down-to-earth activity'

His previous career was in power electrics with English Electric and GEC and involved power stations and heavy engineering.

He says: "It is interesting

that the elevator industry is the engineering world in microcosm. You have got mechanical and hydraulic engineering, electrical machines, electric and electronic controls, statics, dynamics and kinematics, all across a very broad spectrum. You also need to relate the engineering to the financial side of the business. All very practical and absorbingly interesting".

His job is obviously largely administrative, but as he says: "When you are administering technical functions you need 15 to 20 years actually having done that sort of job yourself. Then you know what are the problems and pitfalls".

Dr Williams was born in Stratford-on-Avon, now lives in Formby, and is married with two sons, aged 22 and 19, who are both at university. He enjoys reading and music and keeps fit by jogging. "You can also say that my main leisure pastime is painting", he jokes, "you know - walls, doors and window frames".

And on a final, serious note: "The engineering department is always trying to respond to the company's needs", he says, "Not just in a passive way, but by going out and asking people what they want.

"Talk to us if you have a problem. We are practical guys, and very approachable, despite all those jokes about the cloistered calm of the design office".

Win a prize for your good idea

A valuable part of the company's business is the sale and installation of service packages.

Each package is stocked with all necessary components, as an off-the-shelf product, and enables a customer's existing lift to be modernised in appearance, performance or safety.

The company is always eager to examine suggestions which will increase the Otis product range. Two years ago a competition was

held, for service salesmen only, asking for suggestions which could be used in the development of service packages.

We are running the competition again. And this time it is open to all Otis employees.

Let us have your ideas for a new service package. For every idea investigated there will be a prize of a gift voucher for £25. If it goes into the package development programme there will be a further prize of a gift voucher worth £75.

Send your package suggestions to Geoff Farge, Service Marketing Manager, at Clapham Road. He must have them by 20 March.

EXPORT REPORT from KEN DURWARD

Eddie Dicker, a London staff adjuster, was in Kuwait the last week in January to carry out comput-o-chek tests with a view to the possible modernisation of 16 units.

* This would use materials sourced, on an intercompany basis, from Liverpool.

Eddie worked with Ted Russell, a UK ex-patriate who has been in Kuwait for a number of years.

Bristol adjuster Bob Rayfield has been in Jamaica for three weeks to carry out readjustments and train local staff.

At the same time, Bob has been promoting UK expertise

and modernisation capabilities. We are confident we will soon be seeing the results of Bob Rayfield and Bob French's efforts.

Trinidad and Jamaica have been visited several times over the last few months to stimulate the market.

From mid-1982 the specialist attention started to produce dividends resulting in orders for seven new units and with a good forecast for the remainder of the year.

Despite the name, Iceland is not a country permanently covered in ice and snow.

It is a very modern country and as recently as 1977 had

the highest standard of living in Europe.

The big natural resource, hot springs, is a great help in industry.

The Otis agents in Iceland, Thorsteinsson & Johnson, have recently installed the first Europa lift in a vegetable market. Tomatoes, lettuce and cucumbers are all being locally grown in naturally-heated greenhouses.

Our agents have installed over 100 lifts in the past 18 years, and while more recent sales have been slow to materialise, the future is looking much brighter.

Tony Francis visited Reykjavic in May 1982, and so far this year five units have been booked, with the prospect of more to come.

In the last issue of Lift-Off we mentioned David O'Brien's visit to Kuwait. There have already been positive results, with the booking of six

gearless Custom elevators for the Behbehani Commercial Centre.

There are good prospects in Kuwait, particularly for industrial elevators, and we are currently quoting for two special freight elevators from Wadsworth.

Intercompany has, this month, booked 17 hydraulic units for the Hong Kong Mass Transit System. These are of a special nature and have to duplicate the Phase 1 Project which was previously manufactured by Flohr Otis in Germany.

At the Water Tower Restaurant in Saudi Arabia five units have been booked: four traditional UMW lifts and one hydraulic.

On behalf of our Arabian Gulf branch we have sold three Custom elevators in Qatar, and further negotiations look promising.

MAKING IT HYDRAULIC

In Wembley, north-west London, the home of Becker Lifts, they manufacture only hydraulic lifting devices.

Managing Director Peter Bailey says: "Otis make the best electric traction lifts in the world. Our knowledge in this field is far inferior to theirs."

"But when it comes to hydraulics, we reckon we are the tops. That is our speciality and our strength. That is what we do best. So Becker is complementary to Otis and unique in the group. That is our contribution".

The rise of Becker Lifts is a romantic story. The company was founded by Fred Becker, a down-to-earth engineer, who is still alive and well at 89 years young.

Fred Becker worked in the motor industry in the Midlands for some years, started his own company in the 1930s, and registered it as Equipment Repairs Ltd in 1942. At that time the premises were in a railway arch under an elevated section of the Piccadilly Underground line.

He was a hydraulics man and made any kind of lifting device which would help garages maintain vehicles. Later, his lifts were used by motor car manufacturing companies. He also went into volumetric measuring devices and started a separate business to handle this side.

In 1959 the Becker lift business was sold to a Mr Wilson. In 1972 it was taken over by Tube Investments, and acquired by Otis in 1980.

Peter Bailey, no stranger to Otis people, came back from Paris in December 1981 to be managing director.

He says: "Our aim has been to maintain the identity of Becker: the trademark, the skills, the ability to deliver quality product on time and with short installation times."

"We have also decided to specialise totally in what we do best-hydraulics. The flirtation with traction lifts is over."

"During the last three years the company has come into a profitable state. Our market share is up and our service

Why the Otis Group?

The four companies which form the Otis UK Group – Otis, Becker, Evans and Wadsworth – have their own special strengths and skills.

Each one is complementary to the others, to the benefit of the group as a whole in the total lift market.

Otis is the leader in electric traction passenger elevators; Becker in hydraulics; Evans in freight lifts and Wadsworth in heavy-duty lift equipment.

Put them all together and you have a formidable combination which can maintain and increase its market share against every-growing competition.

On this page we look more closely at the work of Becker Lifts. In subsequent issues we will visit Evans and Wadsworth so that the individual companies within the group can get to know each other better.

business is expanding".

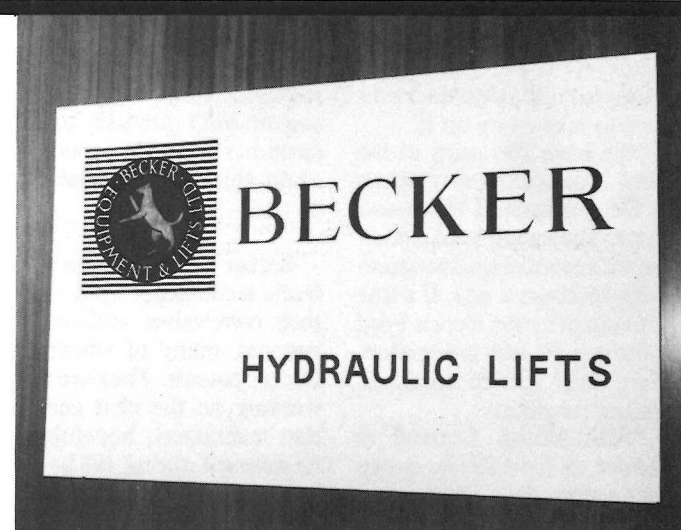
Becker Lifts today occupies a modern works of around 4000 square metres, employs some 200 people, and has an approximately £6 millions annual turnover.

The product ranges from small passenger lifts to 10 tonnes goods lifts, along with industrial scissor lifts and dock levellers. All hydraulic.

In recent years the hydraulic market has grown consider-

ably as a percentage of the whole, and Becker, with its longtime reputation for quality, has been well-positioned to increase its market share, and so make an increasingly valuable contribution to the Otis Group.

With Peter Bailey on the board as Service Director John Gostling, who has been with Becker for 14 years, and Engineering Director Colin Taylor, 15 years with Becker,



Service Director John Gostling, founder Fred Becker and Managing Director Peter Bailey outside the Becker building at Alperton, Wembley

and recognised as one of the best hydraulics men in the UK. He is a member of several standards committees covering lifts, scissor lifts and dock levellers, some of these committees being at international level.

General Sales Manager is Gerry Brace, with a lift sales force under Stan Quinnell, and with Mike Bunn looking after the industrial material handling side of scissor lifts and dock levellers.

Manufacturing is the responsibility of Victor da Costa, working in close conjunction with Materials Manager Peter Stone. Their objective for 1983 is to achieve 98 per cent of deliveries on time. "A tough objective", comments Peter Bailey, "but they will make it". Lorna Keast, who joined Becker last year, is in charge of finance.

Peter Bailey makes it very

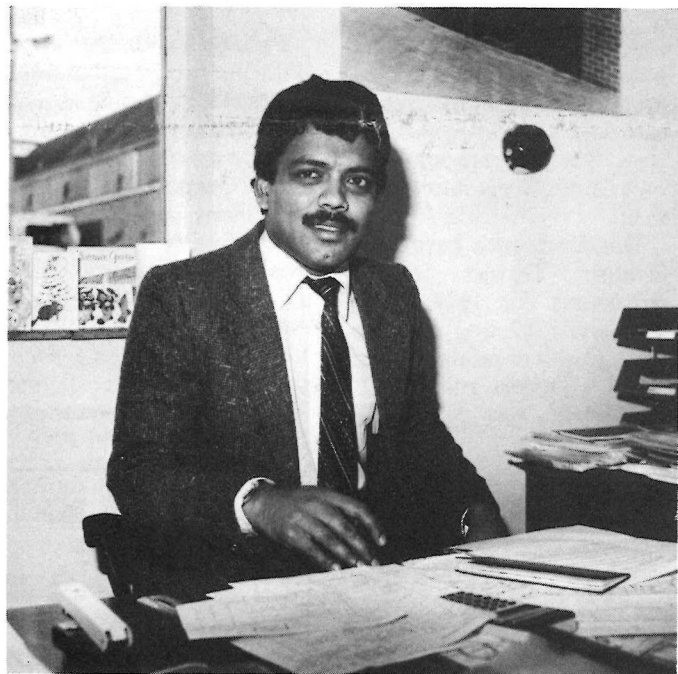
clear that Becker is not interested in producing the cheapest hydraulic lifts on the market.

"We argue that what the customer is looking for is the lowest cost over, let us say, a 10-year horizon. So he wants reliability. And if you balance the cost against the quality you get the best value. We are not attempting to make the cheapest products; we are out to give value for money."

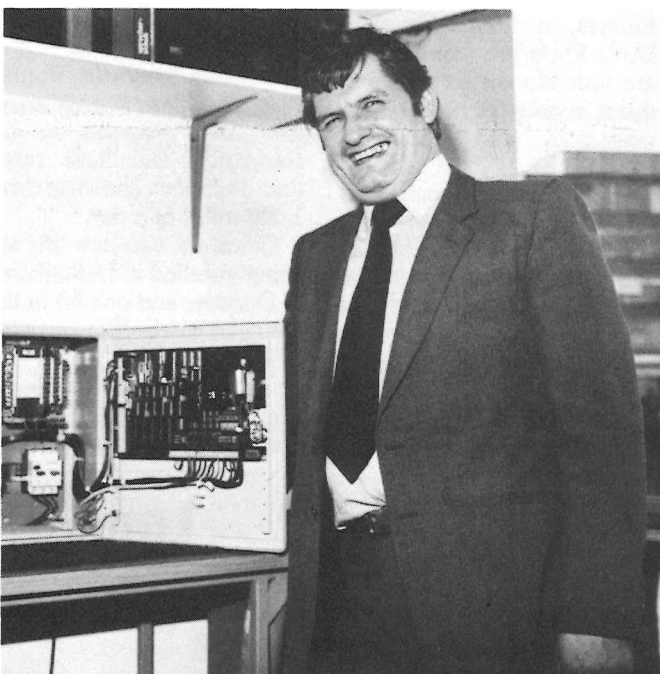
"It is the same philosophy with our scissor lifts. You can buy a cheaper scissor lift, designed for simple lifting operations in a warehouse, say."

"But Becker scissor lifts are designed for heavy industrial applications – and you just can't break the things. We joke that we give customers a 'useless' five year guarantee. And it of finance."

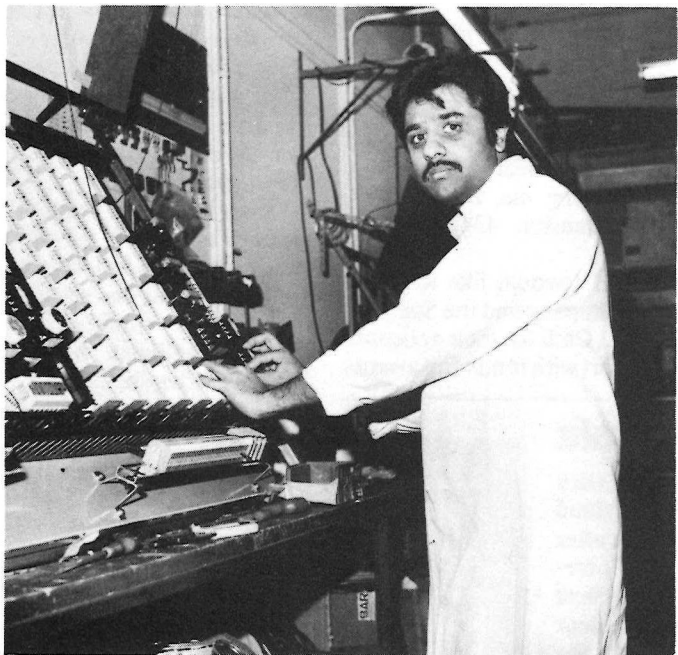
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PAGE SIX**



Production Manager Victor da Costa



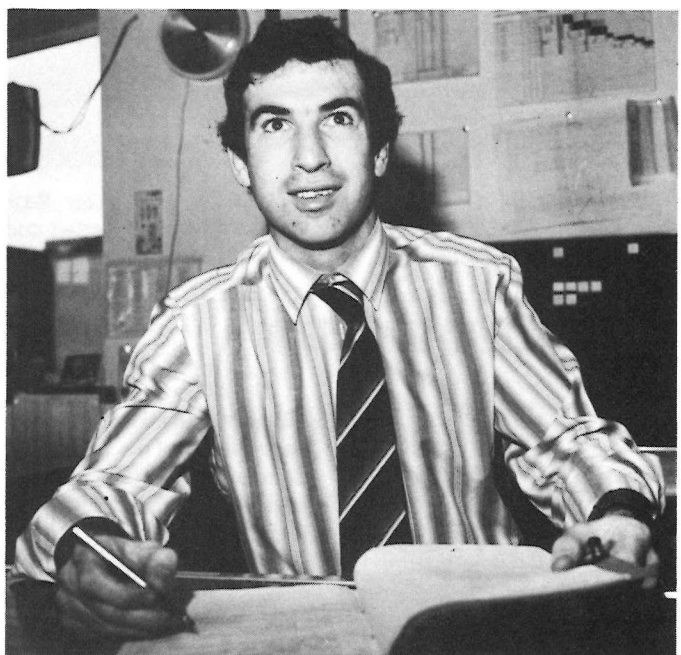
Microelectronics Project Manager Norman Jago



Controller shop chargehand Raj Samji



Production foreman Bill Pearce



Contract Engineering Manager John Alexander

BECKER

is there should a customer ever have to take us up on it.

"We have 200 units in the Ford Motor Company plants in Dagenham and Halewood alone. They work in conjunction with production lines operating 16 hours a day. If a line goes out of action if costs Ford a fortune in lost production. They need and demand our kind of reliability.

"With British Leyland at Oxford we have 80 lifts in two production lines where they are turning out the new Maestro due for launch in March. Our lifts prop up the back axles and engines inside the body shells on assembly. British Leyland need our kind of reliability, too.

"Habitat and Mothercare are big customers of ours, and I don't think there is a single Safeways store that hasn't got a Becker lift. And if you have ever danced on the disco floor of the Playboy Club in Park Lane - that is a Becker scissor lift, too".

Becker manufacture those components which are strategically important to them and guarantee quality to the customer. They try to give the customer the best which can be made in-house and the best which is commercially available outside. They do not have a philosophy of making everything themselves just because they have a factory. So from within the Otis Group they buy lift entrances, shutter gates for freight cars, and standard passenger cars.

Practically every Becker lift sold is different, but it uses

standard components. It is a custom-built product to the customer's requirements, and again this is complementary to Otis.

Becker use their own hydraulic technology. They make their own valves and control systems, many of which are Becker patents. They are now working on the next generation technology, hopefully to be released during 1983.

Hydraulic lifts can have problems with over-use because the oil overheats and there is a deterioration in performance. They can also be sluggish in the early mornings because the oil is thick. But Becker technology overcomes these problems and they have lifts, working two together in supermarkets, constantly going up and down for sometimes 10 to 12 hours a day. There are not many hydraulic appliances which can do that.

Short delivery times are a must with Becker. They are particularly proud of the 10000kg capacity goods lift, custom-built, which serves four floors of the Wembley Conference Centre. The time from receiving the order through to design, installation and completion, was just 12 weeks.

Peter Bailey and his colleagues see the future bright for Becker. Their aim is not to compete with other members of the Otis Group. It is to increase the market share of their own speciality, the hydraulic lift, to the ultimate benefit of the group as a whole.



John Gostling, Colin Taylor, Fred Becker and Peter Bailey outside the original machine shop which Mr Becker started under a railway arch at Alpertown

CROSSWORD SOLUTION



Thank you to all the crossword fans who sent in their solutions to the Christmas Crossword published in the last issue. First correct solution opened was from John Hughes in Stockport and a gift voucher is on its way.

from page five

We visit branch manager Murdoch Stewart

Jute, jam and journalism



Murdoch Stewart in his office in Marketgait

They say in Dundee that the town is based on jute, jam and journalism.

The jute industry still employs over 2,000 workers, the jam and marmalade firm, Keillers, is flourishing, and D. C. Thomson (where there are four lifts on service) produces a string of newspapers, magazines and children's comics.

Otis Dundee branch is in Argyll House in Marketgait, and the manager is Murdoch Stewart. He has been with the company for 15 years, started in Glasgow on construction and became a construction supervisor. He moved to service sales in Dundee and became branch manager in August 1981.

The area extends north from Dundee to Montrose, then west to Perth and Auchtermarder and the famous Gleneagles hotel. From Perth it takes in all the districts east of the A9, because west of the A9 is Glasgow branch territory up to Argyll.

Dundee branch covers Fort William and the Highlands (even to the Shetland islands) but misses out the bulge of the Grampian region, which is now looked after by Aberdeen branch.

With Murdie in the office is Len Smith. Sixteen years with Otis, latterly as a chargehand, he became supervisor in September of last year, handling both construction and service.

Also in the office is Moira Ramsay. She does all the administrative work and has been with the company for nine years.

There are five service engineers in the field, based on Dundee, Mike Hain, Les O'Kane, Jim Farrel, Pat McGibbon and Chris Ottaway, plus two construction engi-

eers, Wallie Reid and Willie McKenzie. There are also two apprentices, Andrew Gallacher, who is in his first year and at college, and Fraser McGregor, who is in his second year and working in the field.

Based in Inverness, Ronnie Ross and Tom Farrell cover enormous distances in the Highlands, and have more than once been known to drive 1,000 miles in a day.

Currently, two new lifts are being installed in Debenhams in Dundee, and one lift in the Douglas hotel office complex in Inverness.

In the Prudential building in Wellgate Centre there are five escalators and the Tayside



Len Smith

Regional Council HQ has a group of four gearless lifts. There are 24 units in Dundee University and over at the Gleneagles hotel there are five lifts. Timex, where they make watches, computers and video cameras, have two lifts on service.

An interesting installation is at Foyers Power Station, which is hydro-electric and at water level. Water is pumped from a dam up in the mountains and then down to Loch Ness. When they are pumping, water tends to get into the lift shaft.

Dundee branch have been Scottish District curling champions for 1979, 1980, 1981 and 1982, and they also have a habit of picking up the Scottish District golf trophy. Murdie Stewart won it for 1982.

SPOTLIGHT ON DUNDEE



Moira Ramsay



Scottish District golf trophy

Proudly on display in the office are two beautiful trophies made by Arthur Gracie, who was a surveyor based in London for 40 years. One consists of Otis and Waygood-Otis medallions, and the other is the Scottish District golf trophy. The wood is teak from a Piccadilly Underground escalator originally installed in 1928, and from the Queen's personal lift in Buckingham Palace, which was installed in 1902 and renewed in 1972.

London football is doing really well

Otis (London)Football team last year had its most successful season since the squad was formed in 1976, reports Barry Rains.

We gained promotion to Division One of the Brockley & District Football League by becoming runners-up in Division Three last season.

This year there have been so many new players, mainly from our Otis apprentice group at Woolwich College, that we have had to enter two

teams in the League.

The second team, in Division Four, reached the semi-final of the Cup played on 23 January but lost 2-0.

If anyone would like to join our squad, or learn more about the teams, will they please ring me, Barry Rains, on extension 434 at Head Office.

And I would like to thank the company and the Sports & Social Club for their generous support with funds and awards.

To play for England again

Clapham Road Project Manager Dick Ashby, who has played hockey for England 17 times, returns to the England team after a two-year break for the indoor home international knockout tournament at Belfast in early March. Dick plays both indoor and outdoor hockey for St Albans in the top London league. His first international cap was against Wales in 1977



Fun from an escalator

Real cinema fans will not have missed the three-part TV series, 'Unknown Chaplin', which ran during January.

This remarkable documentary, about the work of a true comic genius, showed film clips and takes which Charles Chaplin had discarded and which had never been seen before.

One comedy sequence, made about 1917, was built entirely around an Otis escalator. The unit was set up in an open-air studio and was fully operational. And the trouble Chaplin had with that escalator!

Mack Sennett, a contemporary of Chaplin's in those days, and the originator of the immortal Keystone Cops, must have been on the set, because he was later to remark: "I wouldn't have thought it possible to get so much comedy out of a moving staircase".