



B&B
attachments



years
supplying innovation for
the forklift industry

Partner of choice for the forklift truck industry



Welcome to this special brochure celebrating

forty years

of B&B Attachments Ltd

Since 1980, B&B Attachments Ltd have been supplying high quality forklift truck attachments, masts and ancillary systems to the UK and Ireland. The company's reputation is built on its ability to solve handling problems through its professional and experienced sales force, to provide well-engineered, quality products and to maintain those products through the course of their working life. Today B&B prides itself on also designing and manufacturing bespoke, specialist attachments in-house for its global customers with unique requirements.

In this brochure we celebrate four decades of everything B&B and share what we hope to achieve in the future. We remember the early days, and find out what inspired our founders, George and Irene Bell, to start B&B. We also talk to our longest serving employee, Managing Director, Mike Barton, and hear his thoughts on how B&B has changed over the years. We also hear from some of our other longest serving employees.

Above all, this brochure is a chance for us to say a big thank you to all the people who have helped make B&B Attachments what it is today.

We hope you enjoy looking through this brochure and keep it as a souvenir of a genuine success story.

The B&B Attachments Board of Directors



Mike Barton



John Lamberth



Neal Fowler



Scott Little



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Behind the Business

An interview with founders of B&B Attachments Ltd, George & Irene Bell



In 1980, a young ambitious couple founded their own forklift truck attachment company. That couple was George and Irene Bell. As B&B Attachments celebrates its 40th year in business, happily retired George and Irene take a walk down memory lane and tell us of the successes and challenges they faced, and their thoughts on the company today.

What inspired you to set up B&B Attachments?

B&B (Forklift Truck Attachments) Ltd was set up out of necessity. We moved to the south of England, due to George's promotion to Sales Manager with his previous company. However, after 18 months, their parent company went into receivership, which meant the attachment division was closed. The Managing Director suggested to George that he should visit their suppliers with a view to taking over the distributorships himself. At

first, he was apprehensive, but he decided to visit Auramo and KAUP, who were only too pleased for him to carry on.

George finished his employment at the end of October 1980. The following week he attended the PPI Conference at the Port of London. It could have been anywhere in the world, but fortunately it was London, so he could go. He registered as a delegate, so that he was able to mix with the people that mattered within the purchasing side of the industry.

B&B Attachments had not been officially formed yet, so he didn't have any business cards to give out, but most of the delegates were aware of him already by name. Mike Barton and some of the other competitors were exhibiting on the dock area. George told Mike "within 6 months you will be working for me." Mike laughed, by July of 1981 he was part of the team!

What were your long-term goals for the business from the offset?

Initially, our plan was just to make a living and pay the mortgage. However, when all the signs indicated that the industry was accepting B&B Attachments Ltd as a serious contender to the other attachment companies, George decided we were going to be number one and planned to employ the best in the business to achieve this.

What difficulties did you overcome in the early days?

When we started trading, we were working from home. Our friend and neighbour rented

us part of his industrial premises to store spare parts and for George to make minor repairs to equipment. This did not cause a problem with customers so long as they got their quotations, information, or spare parts delivered on time, they were quite happy. The downside was that we lived in a small village and taking deliveries of larger items could cause problems with traffic. There was an occasion when we were having our first exhibition at Earls Court. Auramo were supplying us with attachments for our stand. The transport arrived from Finland at 4.30pm on a Friday afternoon, of course it was left hand drive so had to be unloaded roadside not kerbside. The Forklift had to go to the middle of the road to unload. The road was used by workers from the village and it just so happened they had finished work and were returning home at that time. The traffic was stopped because of us and there were some pretty unhappy drivers that day. At the show we were so proud of these shiny attachments on our stand at Earls Court, they would be polished with Mr Sheen every morning and covered with bedsheets at night.

What was your greatest achievement while running B&B?

We both feel that our greatest achievement was to receive multiple attachment orders after the PPI event, from 2 major companies: Tees and Hartlepool Port Authority and Convoys Wharf, London. In fact, we developed such great relationships with these customers, the Directors of both companies would argue with each other as to who placed the order first.

How many employees did you have during your first year in business?

I think there were four of us the first year, the two of us, Mike and Juanita (who was obtained through an employment scheme paid for by

the Government.) It was a bit crowded when the four of us were together in our small study in the house with three desks, a typewriter, photocopier and filing cabinet. There was a huge telex machine in the hallway and the spare bedroom was used for storage of stationery etc. We handled quite a lot of business from that small space. Eventually, we had to consider looking for premises, as the business was taking over the house.

What are your thoughts and emotions now when you see what the company has become?

We are very pleased that Mike and the team were able to continue the business, and we are proud to have been part of what B&B has become. We know how difficult it is to run a business and congratulate Mike and his employees on everything that they have achieved.





B&B
attachments

a walk through the YEARS

A timeline of key events in the past 40 years of B&B Attachments history

1980

- Incorporation date (4th December 1980) of B&B Attachments Ltd by George & Irene Bell
- Distribution agreement set up with Auramo

1981

- Distribution agreement set up with KAUP
- Current Managing Director Mike Barton joins the business as the companies first employee
- Appointed as distributor for Elecar Masts in the UK

1983

- Opens Inkpen, Hungerford, Berkshire offices

1984

- Turnover Milestone 1 Million achieved

1989

- B&B Inc was founded

1990

- Employee Milestone – B&B reaches 10 employees

1993

- B&B opens first depot in Cramlington, Northumberland, Unit 39(a)

1994

- Extended Cramlington facility – bought second Unit 39(b)
- Current Sales Director Neal Fowler joins the business

1995

- Employee milestone – B&B reaches 20 employees
- Launch of BlockMaster

1997

- Turnover Milestone 5 Million achieved
- B&B wins first volume keg clamp order (100+) from Tradetam

1999

- Management buyout led by Mike Barton/HSBC
- George & Iren Bell retire

2001

- Current Operations Director John Lamberth joins the business
- B&B wins first volume maintenance contract from Linde for Coors Brewery

2002

- Inventing PowerMount, Powermount was an idea from a service engineer named Ian Muir during an

early PDM (Product Development Meeting). It was in response from customers identifying that they needed a way of fitting different types of clamp on the same truck.

2004

- Employee Milestone – B&B reaches 30 employees
- B&B Attachments wins FLTA Environmental Award

2006

- Newbury Office opens

2009

- Basingstoke office opens
- B&B Attachments wins FLTA Supplier of the year award

2010

- Head office moved to Cramlington unit 39 – expansion of B&B service and maintenance teams

2012

- HSBC relinquish stake holding to Percipient

2014

- Dec Move from Unit 39 to Unit 46 Colbourne Avenue (40,000 sq ft) – New production assembly storage and office facility set-up.

- Employee Milestone – B&B reaches 50 employees
- B&B Attachments buys first Mazak CNC machine
- B&B wins FLTA Supplier of the year award

2016

- May - Head Office registered to Cramlington, Northumberland

2017

- Mike Barton wins FLTA services to the FLT industry award
- Turnover Milestone 10 Million achieved

2018

- Percipient relinquishes shareholding - Business moves into 100% private ownership by Mike Barton and John Lamberth

2019

- Employee Milestone – B&B reaches 70 employees
- July - Current Financial Director Scott Little joins the business

2020

- Another very welcome FLTA award for supplier of the year

From First Employee to Managing Director & Major Shareholder

Mike Barton talks about his career at B&B Attachments Ltd

This year celebrates B&B Attachments 40th Anniversary. What thoughts and emotions come to mind when you think about that?

I feel incredibly proud that B&B Attachments is 40 years old. It has been an amazing journey both for me personally and for the business. Having been involved in its growth from the very beginning, it's a very proud moment watching the business turn 40. The company has grown into the leading attachment supplier and service provider in the UK. Offering a wide range of quality products, a service and maintenance provision that's second to none, together with the best employees in the business.

Can you tell us how you started your career and working life at B&B Attachments?

It's been over 55 years since I started my working career as a 16-year-old apprentice with Lansing Bagnall, where I completed a five-year engineering apprenticeship, covering all aspects of product design, development and manufacture. It was at Lansing Bagnall where I began specifying trucks and attachments for applications. This apprenticeship was the start of my interest in attachments.

I completed my apprenticeship and went to work for another attachment manufacturer on the 1st January 1977. My role was sales, covering the southern half of the UK. I concentrated on ports/terminals and paper mill and convertors, as well as the lift truck industry as a whole.

During a very cold day on 4th December 1980, I happened to be on stand duty at a terminal in Tilbury dock working for the competition. It was at Tilbury dock that I first met George Bell. George had just started a company named B&B Forklift Truck Attachments Ltd, and it was his first day on the job. I remember him saying to me, "I might not have business cards yet, but wherever there is a business opportunity, you can find me there", and it turns out he was right. He was everywhere. Every paper clamp enquiry I came across, he was there, winning some, losing some, but nevertheless he was there. It was in April 1981, when I met George again, he was looking for somebody to join the business, as it was expanding quickly. This was the decision that changed my life. It was an extremely difficult choice. Did I stay with an established international company I had been working for and doing well, or did I take a step into the unknown and join a brand-new company which was only six months old at the time, with only two owners in place. After some deliberation, my decision was made, and I joined B&B Attachments as its first employee.

It was the July of 1981 that I officially joined the newly formed B&B Attachments Ltd. It was just George and I that covered the whole of the UK. We spent our days chasing every sales lead and new contact we could find. In those days we worked from the study of George and Irene's house. The room itself was just 12 x 10 ft. We had a huge telex

machine, so as you can imagine we took up quite a lot of space. We found a 600 sq. ft. warehouse in a friend's builders' yard just down the road, for keeping parts and storage. We spent almost three years in that study, before moving to Inkpen near Newbury. Here we took on a 2,500 sq. ft. unit. Within six months we had purchased the unit next door, which was another 2,500 sq. ft. that became the workshop. In 1994, we opened unit 39 in Cramlington, Northumberland, which then doubled in size, before moving in 2014 to unit 46 (also in Cramlington) a 40,000 sq. ft. building, where we are today.

How has B&B Attachments been growing since its foundation years?

In the early days B&B was a bit of a jobbing shop doing repair work on forklift truck attachments. However, about ten years ago, it was becoming increasingly clear that there was a real niche market for bespoke forklift attachments, and we decided to set up a manufacturing capability of our own.

Today, 40 years on, B&B not only supplies high quality KAUP attachments to the UK market, but also manufactures its own range of specialist bespoke attachments and material handling solutions on a global scale. Our brick and block forklift truck attachments have been instrumental in the growth of our export division.

B&B is now recognised as a market leader in its own right within the field of material handling and continues to be recognised all over the world.

What is it about the company that motivates and excites you the most?

The new advances in technology and materials keeps me extremely motivated about the future. There is no time for standing still in this industry. The introduction of new manufacturing machinery and advances in technology is opening doors for smarter attachments. The use of live data monitoring such as weight and height-sensing devices, pressure sensors for clamping force, will



monitor day to day service and performance outcomes and help to reduce downtime. Telematic intelligence to guide decisions is key to the future of the industry and offers the potential to build a more visible and quantifiable understanding of operations. This is all very exciting stuff and will lead the way to big changes to the future of material handling. The incredible drive and ambition of the fantastic B&B team also keeps me motivated daily. We have been able to develop market leading material handling solutions and a brand that I believe is recognised in the industry for quality, safety, and performance.

Looking back, what has been your biggest achievement?

There are so many I could mention, as we have achieved so much. The opportunity that came when George and Irene retired was something that I'd never thought about

happening, we'd come so far together. However, when the opportunity presented itself to me; to continue the work we'd been doing and take the business forward, it was an easy decision. Since that day 1st August 1999 the company has doubled in size, and that is something I'm extremely proud of. So, I would say how far we've come and where the company is today is my greatest achievement.

Name your goals for the year ahead and the next decade?

The strategy for B&B Attachments will see us put our plans in action to accelerate growth further across all global markets. A strong focus on our service provision and hire offer will continue to be a priority, whilst also remaining open to exploring new relevant opportunities and markets. Continuous work and determination to improve best defines the approach of our day-to-day strategy.



Tribute to the late George Williams

I started my career at Lansing Bagnall in September 1965, and that was the same day that I met George Williams. We were young apprentices back then, and it just so happened we were put to work on adjacent benches. We both started out in the design department, with me on current trucks and George working on future designs.

George had a natural flair, and we pushed one another to be better. We bounced off each other with our youthful enthusiasm and drive to prove ourselves.

Not long after I started at B&B, I knew we needed George to join the team. I could not think of anyone better to have onboard. George joined B&B as Technical Manager on the 4th of March 1985 and excelled. There

wasn't a technical question George couldn't answer. It was George that created the opportunity to work with our biggest customer in the USA on the mast side as result of the relationships he established.

Today those relationships still stand strong, and we had many a night reminiscing about the fun we all had together.

It was an extremely sad day for his family and everyone at B&B when we lost George due to a motorcycle accident in 2011. George will always be remembered at B&B for his kindness and ability to make people smile. George was a true friend and I continue to push myself to be better every day when I think of him.



Mike Barton

Managing Director B&B Attachments

What our employees have to say!

Craig Lawson

Service Manager – Current Employee

I first started at B&B Attachments in May 2000, as a storeman, before moving into the service department in 2002 and then later became Service Manager. The company has always provided me with stability and support to achieve both my personal and career goals. Over the years I have made some good friends. The company still holds those family values it did at the very start which allows you to feel a part of something special.



Dale Evans

Field Service Engineer – Current Employee

I started for B&B back in January 2007 as a service engineer. I would like to think I have gained a lot of knowledge about the attachment industry over the years. I genuinely can say B&B is the best company I have worked for over the last 34 years. Everyone is helpful and really wants you to succeed. I would like to think I will be at B&B for the foreseeable future and get to watch the company keep growing.



Neal Fowler

Sales Director – Current Employee

I started at B&B in February 1994, as an Area Salesman, covering Scotland and Northern England. I had sold forklifts before, so I had some idea about what attachments were and their uses and applications. The opportunity arose as the new Cramlington site had just opened.

At the time I started I was part of a small team. I had regular contact with Mike Barton (the now MD) and the then owners of B&B, George and Irene Bell. In fact, George used to have his office next to mine and would regularly come in and

have a chat about what was going on (I sometimes think he would have swapped jobs, he loved sales that much!)

In the early years, our main competitor had the run of the market. It was challenging for me and the others in the B&B sales team to become established against more established attachment manufacturers at that time. Over the years I progressed within the business to Sales Director. I have seen the balance of the UK attachment market change. Today B&B are the UK market leaders with two times more sales than our main competitor, something I would not have dreamed possible back in the mid-90's. B&B also became KAUP's largest distributor in the world and set up our own attachment manufacturing division at its Cramlington head office.

B&B has changed so much over the years, we have grown bigger, better and a stronger company on the back of firm foundations which were laid in its early days. I sometimes forget how lucky I am to work for a good employer that strives to keep some of the smaller company values.

Ian Muir

Service Engineer – Current Employee

After spending more than half my life working at B&B Attachments, there are some stories I could tell. From the home-made lunches from B&B's kitchen, back in the early days, that made it worth getting back to the office for, to the legendary B&B Christmas party nights that usually continued till the early hours. Good times matched with hard work is the way we do things.

There were only three engineers in the beginning, me being one. We spent a lot of time fitting safety cages back then. I remember many long trips to Scotland with some of the best early morning sunrises and scenery that I've ever seen.

The office team who are behind the scenes, organising our jobs, parts and accommodation, know us better than almost anyone else, and that's still the same today. They are the ones keeping us motivated and driving us forward. The customers (most I have known for many years) still have time to come and say hello.

The job still challenges me today. It's my goal to keep equipment up and running with little or no down time. B&B has always respected the commitment put in, and in return they provide a great home/work life balance, top notch equipment and service vans, together with a sense of belonging.



John Lamberth
Operations Director – Shareholder



I joined B&B Attachments in October 2000, as General Manager, with the task of leading the development of the Cramlington site. The key task was to grow the business and ensure that our post order services, and support, were unmatched in the industry. It was vital that our post order activities differentiated us in the marketplace, so that B&B could provide an exceptional offer in the UK. Within a few years I joined the Board as Operations Director.

B&B gave me the opportunity to change industries whilst still being able to apply the operational and management skills that I had been able to accumulate over my previous working life. During my time with B&B and working as part of the senior management team it has been extremely rewarding and exciting to see the growth and development of the business.

Having the opportunity to work with Mike Barton, has been one of the highlights, and that relationship has enabled me to become a shareholder alongside

Mike. The whole board is committed to driving and leading the business to achieve the targets and objectives we have set for the future.

Geoffrey Hammonds
Sales Manager from 1983 to 2006

I joined B&B in 1983, after a previous 18 years in the industry. My interview was short and sweet, “Come work for me bonnie lad”. It was an easy decision and I joined as a sales rep. I soon learnt that the company was very much a family business. It was full of fun but we also worked hard.

I had a lot to thank George and Irene for. The company enabled me to visit many places I probably never would have got the chance to go. I remember one particular visit to Germany when George decided he wanted a flat cap, so we all went to a local hat shop. It had a large range of funny hats so we tried on most of them, with much hilarity. In the end the owner threw us out. However, George did manage to get his cap, which he still thinks to this day made him look the spitting image of Sean Connery.

After two visits to America, I was offered a six-month secondment to B&B Charleston to run the office there. My wife was also going to work for the company. However, after organising everything and being due to depart, within two days a hurricane decimated Charleston. It was devastating news. We put back our departure for two months. During this period the American business changed direction, so I stayed in the UK. I finally retired at Christmas 2006 having served 23 years and having some of the best times of my life.



David Spence
**Field Service Supervisor
– Current Employee**

I have worked for B&B for 22 years, but it feels like only yesterday when I first started as a field service engineer. I’ve always enjoyed the diverse situations I deal with every day, in which problem solving is a key element to achieving customer satisfaction.

I have always felt part of the B&B family and felt proud to work for a successful company with a good reputation.

During my time at B&B I have seen the company grow from a small family business to the UK’s attachment company of choice in the material handling industry.





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The best is yet to come

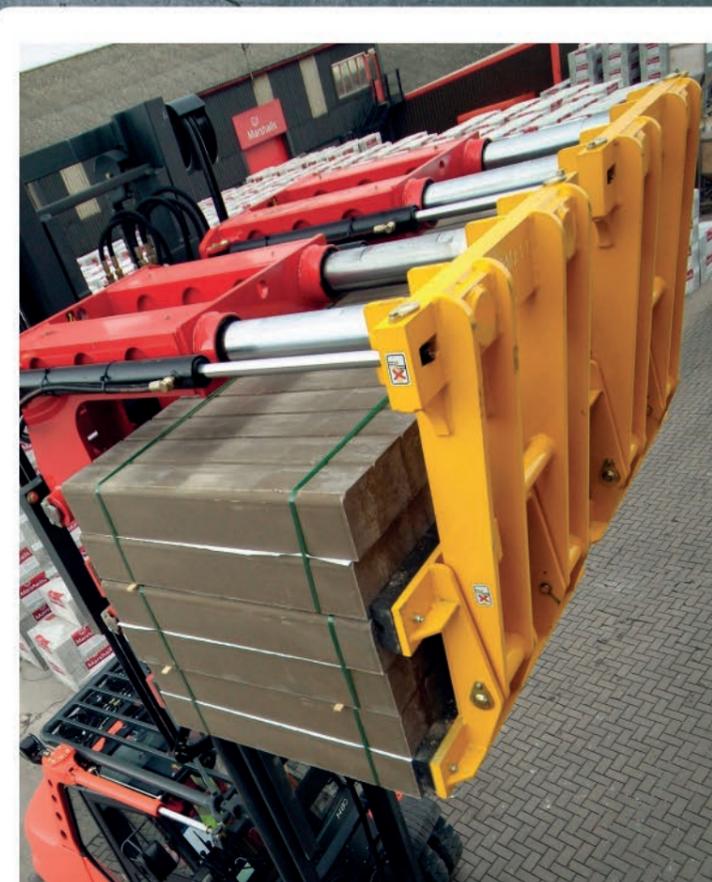
In the coming years, B&B intends to further strengthen its position as a market leader in the field of material handling in both the UK and Internationally. Quality, innovation, and integrity have remained the cornerstones of B&B's philosophy since its foundation in 1980.

We continue to put our employees and customers first in everything we do and advocate a culture of change by encouraging innovation at every level of the business.

We understand the importance of environmental sustainability, and support, implement, and demonstrate environmentally sustainable thinking and practice in all aspects of the business as we continue to grow. We strive to have a positive environmental impact not only through the work we do for customers, but also in how we treat our employees and how we conduct our business. We continue to evaluate all options to protect the environment and preserve the earth's natural resources for both today and for generations of the future.

We look forward to what the future holds for B&B Attachments and look forward to sharing the next chapter with you.

The Board of B&B Attachments



Blockmaster

Blockmaster range from B&B Attachments offers a complete range of specialist clamps for the brick, block, flag and kerb markets. The Blockmaster range has been designed to withstand the tough environments of the brick and block industry. The range incorporates many unique design features to ensure maximum productivity.





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