



2017 Winter Issue

Trico Scoops Commended Award from Auto Express

We are thrilled to have won a 'Commended' Award in the Auto Express Product Awards 2017, as well as a 4-star rating in the Auto Express Wiper Blades Test in the August 2017 issue.

Auto Express reported: "A very impressive debut for TRICO's Exact Fit. The blade performs exactly as the name suggests – it was the easiest on test to install. There are no added adaptors, and the blade simply clicks into place with ease. The jointless structure gives the Exact Fit a good, balanced wipe."

European Managing Director, Adam Richards, added: "TRICO was the first to manufacture the wiper blade back in 1917 and a century on, awards like this show that the company continues to be trusted to protect millions of drivers worldwide. We are delighted that the TRICO Exact Fit range

has been recognised in what are undoubtedly the UK's number one automotive product awards."

TRICO Exact Fit replacement blades make it easy for motorists to ensure their vehicles benefit from original factory quality wipers. Made from the finest quality natural rubber and high-strength steel, they offer long-lasting performance. The TRICO Exact Fit programme is continually being updated and developed to offer coverage for the very latest vehicle applications, allowing retailers and garages to service 99% of their requirements, directly from stock.

TRICO Welcomes New European MD

We are delighted to announce the promotion of Adam Richards, the new managing director for TRICO Ltd covering its European operations.

Adam was originally recruited as the operations manager here at TRICO in Pontypool in 2010, having previously worked in the materials and supply chain management sector, which progressed into an operational management role in a number of industrial sectors, but predominantly automotive.

Commenting on his appointment, Adam said: "Moving forward we intend to regain the brand recognition that TRICO wipers once had in the UK and Europe. The product name is remembered quite well by people who have been in the industry for a long time, but we need to educate a new generation concerning the company's exceptional OE heritage and revolutionary vision, our brand, our products - both through marketing and through our involvement with community projects.

Our goal is to win more customers by demonstrating that we can provide them with an effective, turnkey solution for their wiper blade programme, backed up with ongoing support, to make the change to TRICO as seamless as possible."





TRICO scoops Retail Product of the Year at A1 Convention

Our company has won the prestigious Retail Product of the Year Award for the Mota1 range at A1's Convention recently held in Dubrovnik, Croatia.

In turn, we presented A1 member, Sam Gutteridge from Epic Accessories with a Peugeot Partner van having successfully exceeded its target during the three-month wiper blade promotion.

For more than eight years we have enjoyed a fantastic relationship with A1 Motor Stores as the business with the group has grown. Members can offer maximum vehicle coverage with TRICO wiper blades ranges and, as many stores offer free fitting, the quick and easy fitments allow them to offer their customers this highly added service as well as giving them original factory quality, safety and performance.

Product and Brand Manager, Sam Robinson commented: "TRICO has always worked closely with A1 and have invested a lot of time and hard work into developing both our product range and our relationship with members. The convention was again a fantastic opportunity to discuss current and potential business with members of the group. It's a pleasure to deal with A1 due to their positive attitude, both at board and member level. We look forward to continue to grow our long term relationship and understanding what products work best for them, their business and customers.

We were also excited to both win the Retail Product of the Year Award and also to present a jubilant Sam at Epic Accessories with a Peugeot Partner van following their valued support. Second prize of an iPad was presented to Dave Burrows at DRB Car Spares & Accessories and third prize, an iPad Mini went to Martin Cumpstey from Pete Rostron. All in all it was a successful and enjoyable convention, I would like to thank the members that voted for us and for their fantastic on-going support."

A1 Motor Stores' Head of Operations, Simon Salloway, added: "When A1 decided they needed an own brand wiping program it made perfect sense to choose TRICO as their partner. The support they offer, their quality and their knowledge of the wiping market is second to none."





Getting through Winter

TRICO Ice Scraper Kits are now available for those cold and frosty mornings. Presented in a 24-piece counter display unit, each ice scraper comes with a serrated edge for ice removal and a rubber edge to clear excess water.

Motorists are being reminded that in icy conditions, it's extremely important to properly clear the ice from their car's windscreen before setting off. If they drive with ice covering the windscreen, they will not only be endangering themselves and others – as well as breaking the law.

Visibility is particularly important, especially as the weather can change in no time during the winter months. So, if windscreen wipers aren't functioning properly, drivers will have a hard time assessing the conditions ahead, which means they pose a potential risk to those around them.



The Highway Code clearly states that “windows and windscreens must be kept clean and free of obstructions to vision”. During the winter months, this is particularly relevant – ice must be cleared from all windows, as well as both the front and rear windscreen, before driving.

The eye-catching counter top display is a great promotional tool and perfect for the winter season.

You Tube

Trico Launch Centenary Video

We have launched a special video called '100 Years of TRICO' to coincide with our centenary year, which has been uploaded onto our YouTube channel.

The video celebrates the glorious history of the company, which since its foundation by John R. Oishei in 1917 has seen TRICO grow to become a global leader in wiper technology.

The [clip](#) captures the long and proud history of the company over the last century through the many innovations and products it has introduced.

Throughout the video, the numerous historical feats TRICO has accomplished show how dedicated the company has been to developing the best products.

The '100 years of TRICO' video is just one part of the celebrations this year as they have also launched their own brand of beer called 'Brew 17'.



Cars Aplenty at the TRICO Stadium!

Here at TRICO, we are thrilled by the turn out as cars turned up in their droves at the TRICO Stadium, home to Redditch United.

The event, which took place in November was aimed at helping raise funds for a local community project, in which both us and the football club have been heavily involved in to keep young people off the streets and to bring the town closer together.

Sam Robinson and Adam Richards offered a free wiper blade check and replacement to each car that was washed and remained available throughout the day to offer advice and assistance.



Redditch United General Manager, David Tittershill, said: "It was excellent to see the individuals from our projects here at The TRICO Stadium to raise funds. Redditch United is a club that wants to be at the heart of the community, and there is a great sense of achievement around the place after the event at the weekend."

Over half of the vehicles that were washed throughout the morning, we identified as illegal as they needed their wipers to be replaced. Members of the company also stayed throughout the day to offer further checks and replacements to those attending the home match against Merthyr Town in the afternoon.

Brand and Product Manager for TRICO, Sam Robinson said: "The car wash event proved to be very successful, as locals from the area, club and police force turned up to get a car wash and contribute to the community. The fund raising made some good money, which will go back into sustaining this project and many others.

We estimate that the general effective lifespan of a wiper blade is approximately six to twelve months and to ensure maximum rain clearing effectiveness and visibility, they should be changed at these intervals. The police were absolutely fantastic and it was great to see them get involved with helping out too by getting their cars washed and donating to a good cause."



Koenigsegg

OE Spotlight

TRICO supply OE blades for Koenigsegg Agera RS - World Record holder of 0-249mph-0

We are delighted to announce that the Koenigsegg Agera RS, whose OE blades we supply, smashed the 0-249mph-0 world record this month, which clocked in at 36.44 seconds at Vandel Airfield in Denmark.

The 0-249mph-0 (or 0-400kmh-0) run's distance was measured at 2441 metres, with the Agera taking 26.88 seconds to accelerate to 249mph and 9.56 seconds to decelerate again.

Trico recently renewed the agreement with Koenigsegg to supply OE beam blades for all their current models.

To watch this new world record, please click on the video below:

