



DUNLOP SEMTEX

The prize winning entry in the Dunlop Semtex Mural Competition, designed by Ronald Lawrence of Pontypridd



During recent years there has been a considerable transformation in floor covering materials. More attention has been given to the appearance and serviceability of floors than ever before, and modern flooring materials have introduced higher standards of design and quality than any other single item in the home, office or factory.

Continual research and development has produced materials that are more durable, colourful, and clean, and within the reach of everyone's pocket. This, in turn, has led to an expanding industry and more particularly to the expansion of Dunlop Semtex Limited.

This company, one of the first in the world to produce plastic floor tiles, and whose parent company, the Dunlop Rubber Company, was one of the first to produce rubber floor covering, has continued to hold a progressive outlook by developing new materials, processes and designs, which have kept it in the forefront and created a greater demand for its products.

Dunlop Semtex is one of the world's largest producers of plastic tiles and floor coverings, and originally was engaged entirely on the contractual field in schools, hospitals, housing estates, etc. More recently, lines such as 'Vynolay' and 'Selflay' have been designed for the domestic user, and now approximately one half of Dunlop Semtex production is for the retail market.

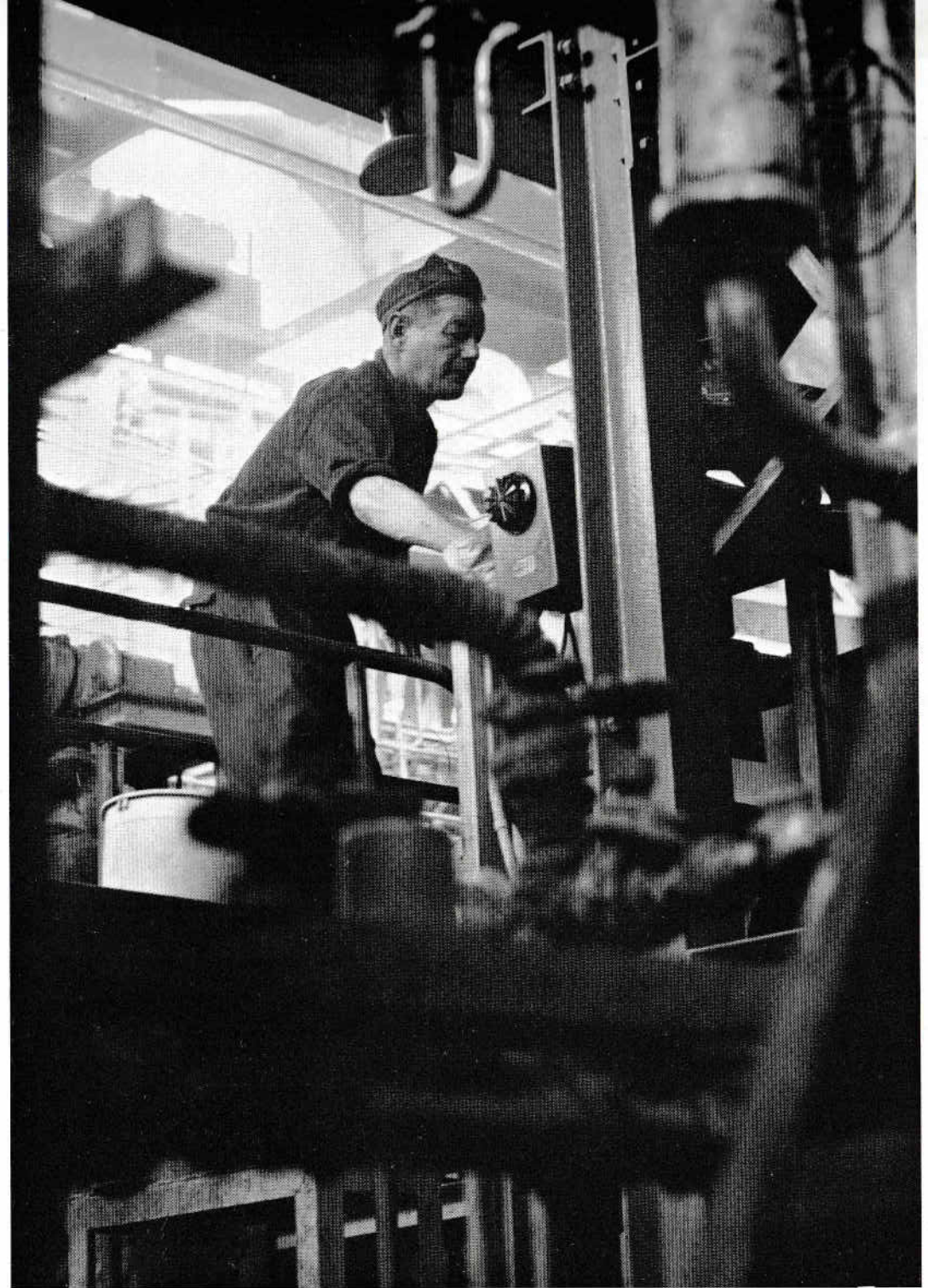
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Present and Future

By 1954, as business developed, the Company had moved its production activities to Brynmawr. Within a few years, the problem of storing and handling considerable tonnages of raw materials and finished goods became acute. In 1959, therefore, new buildings were added to bring the total factory area to some 300,000 sq. ft. Relief, however, was only temporary. Increased output and the need for more raw materials meant the use of various premises, anything up to 30 miles away, which serviced the factory by road transport working to a tight time-table. It was clear that a much more fundamental expansion plan was required. A building programme was scheduled and the necessary land purchased from the church; from British Rail — lines and sidings closed by Dr. Beeching; and from the Board of Trade. Altogether some 34 acres were purchased which, in addition, provided access to a further 14 acres already owned by the company. In 1964, a £5 million expansion programme got under way when work was started on the new factory buildings. Prior to this, a further 68,000 sq. ft. of factory space had been added by the acquisition of two factories at Brynmawr and the lease of another at Hereford. Three new buildings were erected: an office block, a Raw Material store and a Finished Goods store. While



building work was in progress, the almost impossible 'quart in a pint pot' situation was resolved by using the factories which had just been acquired. In 1965, a further factory of 18,000 sq. ft. was acquired from the Board of Trade and was at first used as temporary office and storage accommodation. On completion of the factory buildings, this was converted into a Sports and Social Club and a canteen. As space for plant became available, new production units were installed. These were to produce not only existing lines in the flooring field, but also various new products — extrusions, foams and allied materials for the Building industry.

Provision of smooth production flow lines and the introduction of automation wherever possible, envisaged a considerable expansion in produc-

tion. In fact, this amounted to millions more square yards of flooring in each successive year.

Such development was bound to have an effect on the employment situation. Since 1955, the number employed at the factory has increased fourfold. Employees come almost entirely from the surrounding valleys, which have benefited appreciably from this thriving industry.

Supported by the resources of the Dunlop organisation and, in particular, the Dunlop Research Centre, where scientists continue to examine new materials and methods of production which can be related to Dunlop Semtex products, the company has a progressive outlook coupled with a close check on quality and design which enables it to look forward to the future with confidence.

Haydock Supply Depot, opened in the summer of 1966





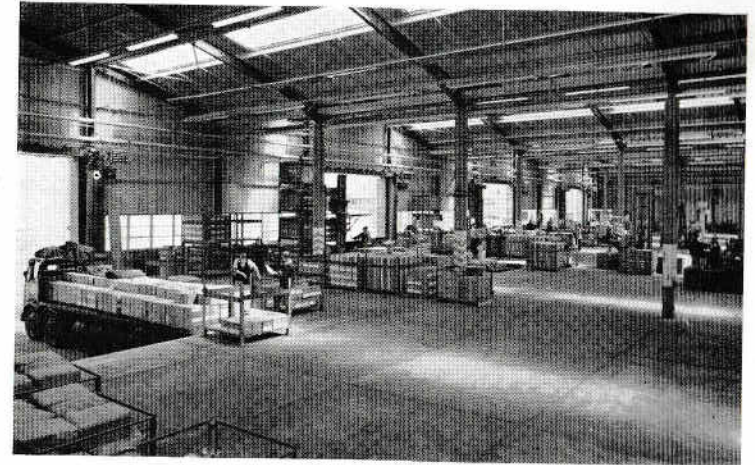
The shape of future flooring production — computer control on No.5 line (*above*)

The raw material store. Materials are fed through into the production area via covered conveyor

Finished goods are transported to the store via overhead conveyor

Twelve loading bays are available to vehicles carrying goods to the company's network of depots

More modernisation with the computerised accounting systems



The Building Division

Previously this was known as the Contracting Division, but as Dunlop Semtex diversify into other products for the Building industry apart from flooring, it was felt that the new title is more indicative of this Division's work.

The Building Division itself is divided into Contracting, Special Products, Marine and Ceilings Divisions.

Contract Flooring

This is the division which deals exclusively with the supplying and laying of flooring products for the building industry. As well as its 21 branches scattered throughout the country, from Plymouth in the South West to Edinburgh in the North East, the company also lays through a network of Approved Contractors.

With its variety of flooring products, this division now caters for 95 per cent of all building requirements. This comprehensive range is backed by screeding materials, and accessories such as skirtings, feature strip, polish and maintenance materials, and adhesives.

Special Products

The materials marketed by this division are ebonite products for a wide variety of uses in industry, and products for thermal insulation. Up until the beginning of 1966, the range of thermal materials consisted of flexible pipe insulation for both hot and cold working, in a wide variety of sizes and bores. At that time, the uses of this material—polyurethane foam—were broadened by the introduction of a rigid slab version and of a faced sheet variant.

The company is the largest UK manufacturer of ebonite flooring products and also supplies a wide variety of tube, rod and sheet in this material.

Marine

'Born on land, brought up on board ship'. This expression is frequently used to describe the company's products. From covering the decks of ships with the original Semtex product, the Marine Division has advanced to the stage of supplying deck and floor coverings for all purposes and all areas on board ships.

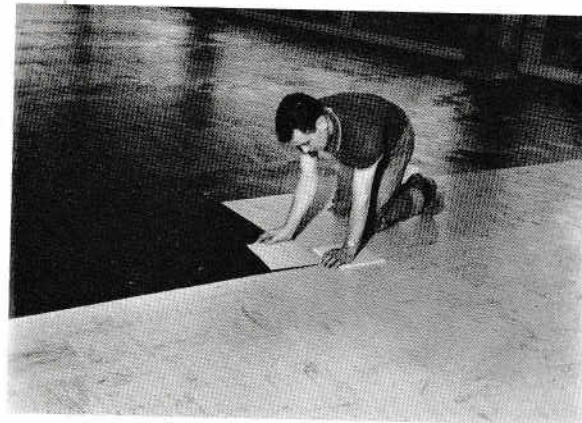
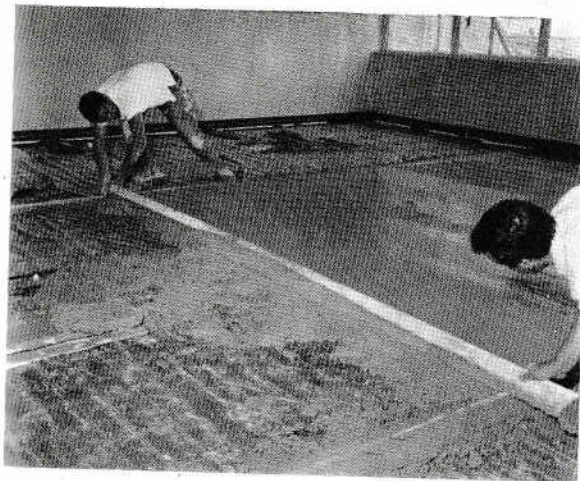
As well as supplying and laying all the Contracting Division's products, where suitable, the Division also handles a wide range of special marine products.

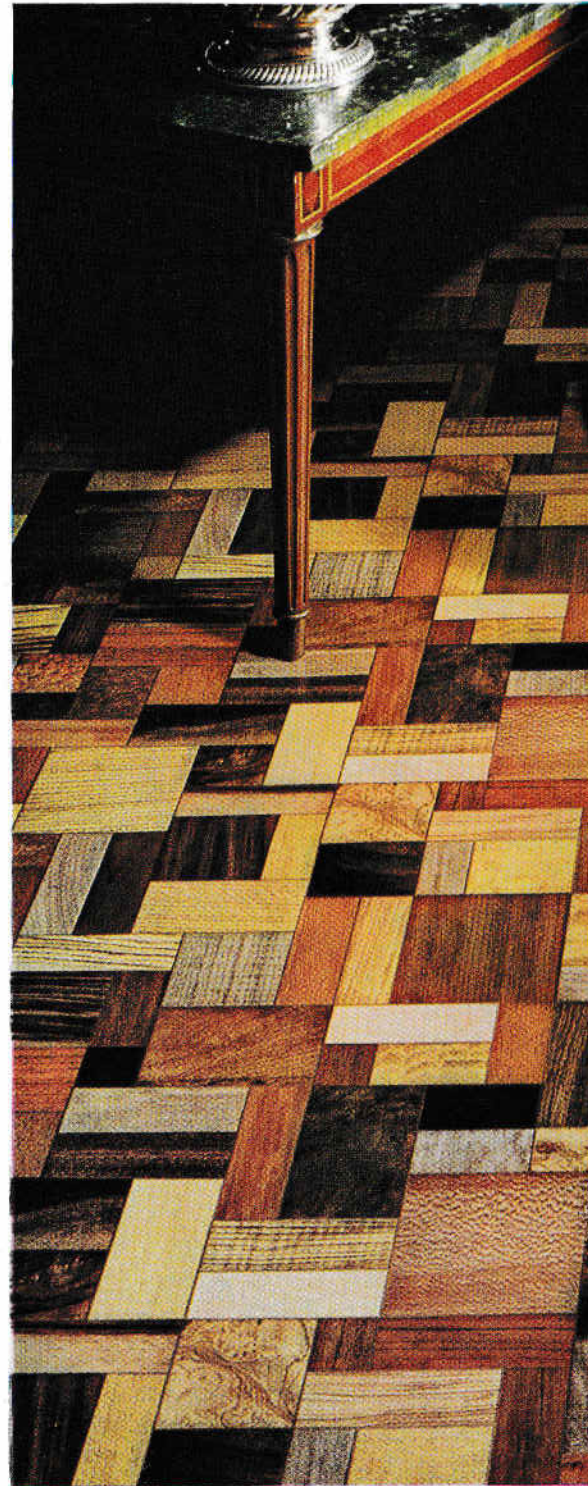
Ceilings

A full range of thermal insulating and acoustic ceiling tiles is supplied and installed by this Division, which markets ceiling products throughout the country.

Industrialised Building

In view of the current interest being shown throughout the building and construction industry in the still new field of industrialised buildings systems, a special section now exists within the Building Division which concentrates solely on supplying the needs of various firms currently active in this side of the business. The section is based at the Company's Head Office.





for marketing the company's products which were designed specifically for use in the home, by the man in the street. It showed an astonishing growth rate. In its first full year of operation, it more than doubled its sales target, and each year since has increased its sales.

The products handled are:

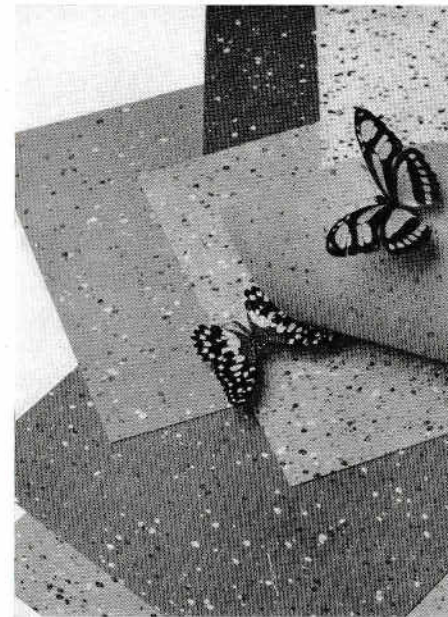
DUNLOP VYNOLAY — a flexible sheet PVC flooring, which boasts a range of patterns and colours which are unrivalled, even by America. The patterns are produced by the trichromatic photography technique, which gives them a three-dimensional depth effect.

DUNLOP SELFLAY — a flexible vinyl tile, produced in a range of marbled colours, to sell at a low, competitive price. In its price range, this tile is undoubtedly the market leader. Also Dunlop Selflay sheet, Dunlop Selflay Polka and Super tiles.

DUNLOP SELFSTIK — the established Dunlop Selflay tile backed with a tough contact adhesive.

DUNLOP AIRBORN — a carpet underlay, made from butadiene foam, producing hundreds of tiny cushions of air to soften the footfall and prolong carpet life.

These products are sold to the public through the wholesale and retail trades. They are all installed by the householder.





The last stage of Dunlop Vynolay manufacture during which the material is annealed

In general, the company's overseas operations follow the lines adopted by the selling divisions in the U.K. Sales, to more than 100 countries, are made through two principal channels: (1) associated companies which combine Dunlop factories overseas and Dunlop territories; and (2) direct exports, that is sales to officially appointed Dunlop Semtex distributors or to unconnected customers such as oil companies, Ministries and export merchants with offices in the U.K.

Operations overseas got under way with the introduction of the Fleximer deckings to major ship building countries, but it was not until the late forties that these materials became firmly established in the shipyards of Europe. Selling efficiency was achieved by thorough training of representatives from overseas territories in the U.K. This was backed up in the early days by aid from the Company's technical department.

The Dunlop Semtex Marine Decking Service is now available in 18 countries including most of Europe, Australasia, Japan and Canada. In other major countries, special arrangements exist. There are not many ocean liners cruising the high seas which haven't a Dunlop Semtex floor or deck somewhere aboard.

With the introduction of thermoplastic tiles, which Dunlop Semtex pioneered, European distributors were appointed and trained, and Dunlop depots on the Continent were briefed on the intricacies of laying this new product. As new types of flooring material are introduced, so this training is brought up to date, for the latest types of tile require a somewhat

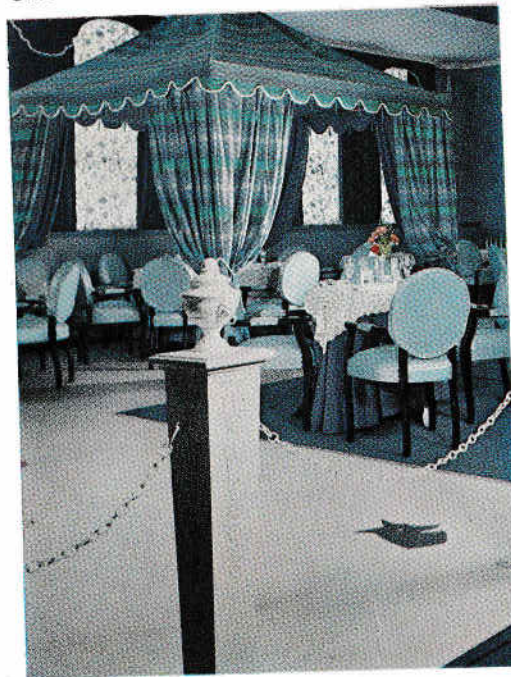
different technique to the earlier, more rigid ones.

Exporting any product is a difficult business in the face of stiff competition and flooring is no exception. However, in some cases, the Overseas Division is its own competitor.

At a certain stage of economic development, local manufacture of flooring becomes a viable proposition. The Division is then responsible for setting up local industry with plant, equipment and the technical 'know-how' necessary to get manufacture going.

As a result of this policy of encouraging manufacture, Dunlop Semtex's main products are now manufactured in Europe

South Africa: Dunlop Semflex in the Oxford Hotel, Johannesburg

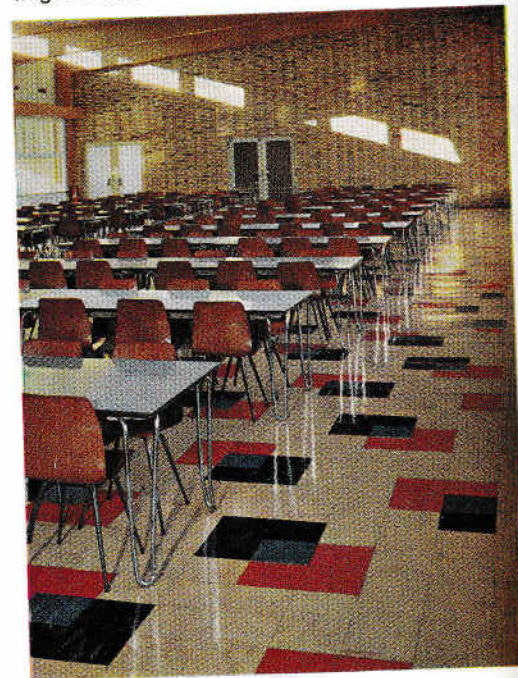


(plants in Germany and Italy) and there is a strong selling company in France, giving coverage of all larger EEC countries.

Additionally, Australia, South Africa, Egypt, Yugoslavia and Turkey are also manufacturing thermoplastic floorings. There are also several schemes on paper for local manufacture in other parts of the world.

Naturally, the Company has financial interests in these projects, but this sort of 'package deal' sale still delivers hefty blows to the Division's turnover and replacement markets have to be found. Despite all this, overseas sales increase year by year as overall business grows.

Germany: Dunlop Semflex in the Scharnhorsterlager Barracks of the Bundeswehr Giessen



Companies Overseas

The Dunlop Pneumatic Tyre Co. (South America) Ltd.	Argentina
Dunlop Rubber Australia Ltd.	Australia
Dunlop Gummi G.M.B.H.	Austria
Dunlop Belgium Ltd.	Belgium
Dunlop Do Brasil S.A.	Brazil
Dunlop Canada Ltd.	Canada
Dunlop (Ceylon) Ltd.	Ceylon
Dunlop Rubber Co. A/S	Denmark
The Irish Dunlop Co. Ltd.	Eire
Dunlop Cemetex	France
Dunlopian G.M.B.H.	Germany
Dunlop Nederland N.V.	Holland
Dunlop Rubber Co. (China) Ltd.	Hong Kong
The Dunlop Rubber Co. (India) Ltd.	India
Dunlop Rubber Co. (Japan) Ltd.	Japan
Dunlop Malayan Industries Ltd.	Malaya
Dunlop New Zealand Ltd.	New Zealand
Neumaticos Dunlop S.A.	Peru
Dunlop Rhodesia Ltd.	Rhodesia
Dunlop Semtex (PTY.) Ltd.	South Africa
Dunlop Iberica S.A.	Spain
Dunlop Rubber Co. A.B.	Sweden
S.A. Des Pneumatic Dunlop	Switzerland
Dunlop Rubber Co. Ltd.	Thailand
Dunlop Zambia Ltd.	Zambia

Dunlop Semtex Overseas Services

Abu Dhabi	Denmark	Iceland	Netherlands	Syria
Aden	Dominica	India	New Zealand	St. Kitts
Afghanistan		Indonesia	Nicaragua	St. Lucia
Antigua	Ecuador	Iran	Nigeria	St. Vincent
Argentina	Egypt	Iraq	Norway	
Australia	Eire	Italy		Tanzania
Austria	Eritrea	Jamaica	Pakistan	Thailand
	Ethiopia	Japan	Peru	Trinidad
Bahamas		Jordan	Phillippines	Trucial States
Bahrein	Faroes		Portugal	Turkey
Barbados	Fiji	Kenya		
Belgium	Finland	Kuwait	Qatar	Uganda
Bermuda	France and		Republic of	Uruguay
Borneo (Brit.)	Territorial	Lebanon	S. Africa	Venezuela
Brazil	Possessions	Liberia	Rhodesia	
British Honduras		Libya		Yugoslavia
Burma	Gambia	Luxembourg	Saudi Arabia	
	Germany		Sierra Leone	Zambia
Canada	Ghana	Madeira	Somali Republic	
Canary Islands	Gibraltar	Malaya	Somaliland	
Ceylon	Greece	Malta	Spain	
Channel Islands	Grenada	Mauritius	Sudan	
Congo	Guyana	Montserrat	Surinam	
Costa Rica		Mozambique	Sweden	
Cyprus	Hong Kong	Muscat and Oman	Switzerland	



Flooring Materials:

Dunlop Semastic decorative tiles
Dunlop Vinylex tiles
Dunlop Vinylex Travertine tiles
Dunlop Semflex tiles and sheet
Dunlop Semflor tiles
Dunlop Semastic Vinylised tiles
Dunlop Fleximer floorings
Dunlop Vynolay sheet
Dunlop Selflay tiles
Dunlop Selflay Super tiles
Dunlop Selflay Polka tiles
Dunlop Selfstik tiles

Carpet Underlay

Dunlop Airborn carpet underlay

Screeding Materials

Synthanite floor screed
Dunlop Semscreed underlay
Dunlop Semsmooth screed

Marine Materials

Gripdec decking
Semprene Terrazzo Marine dressing
Weatherdeckings
Underlayments

Accessories

Dunlop Semstik floor tile adhesive
Dunlop Semtex Ebonite floor strip
Dunlop Semtex extruded PVC coving
and feature strip

Maintenance Materials

Dunlop Safeshine floor polish
Dunlop Safeshine floor cleaner
Dunlop polishes for all types of floors

Thermal Insulation

Dunlop Foamflex flexible pipe lagging
Polyurethane sheet
Dunlop Semtex rigid Polyurethane
Insulation board
Ceiling tiles

Head Office:

Semtex House,
19/20, Berners Street,
London W1

Works:

Brynmawr, Breconshire
Cwmavon, Nr. Pontypool, Mon
43 Marshgate Lane, London E15

Branches:

Saltley Trading Estate,
Saltley, Birmingham 8
Bristol Chambers,
1/2 St. Nicholas Street, Bristol 1
83 Wellington Street, Canton, Cardiff
Mill Lane, Purley Way, Croydon, Surrey
181 Victoria Street, Dunstable, Beds
30 Castle Street, Edinburgh 2
Queensway North,
Team Valley Trading Estate, Gateshead
53 Kelvin Avenue, Hillington,
Glasgow SW2
2a Granville Street, Anlaby Road, Hull
Middleton Grove, Leeds 11
151 Parker Drive, Leicester
Central Buildings,
41 North John Street, Liverpool 2
Lloyds Bank Chambers,
Albert Road, Middlesbrough
14 Chaucer Street, Nottingham
27 Oxford Avenue, Mutley,
Plymouth, Devon
50 Blackfriars Road, Salford 3
32 Trinity Street, Sheffield 3
82 Bedford Place, Southampton, Hants
Bathurst Street, Swansea, Glam
Empire Way, Wembley, Middlesex

Supply Depots:

Park Road, Cradley, Cradley Heath, Staffs
9 Hungerford Road, Brislington, Bristol
Markfield Road, Groby, Leicester
Ford Potteries, Walker Road,
Newcastle on Tyne 6
Penny Lane, Haydock, Lancs

Special Products:

Empire Way, Wembley, Middlesex

Ceilings:

Saltley Trading Estate,
Saltley, Birmingham 8
50 Blackfriars Road, Salford 3
Middleton Grove, Leeds 11
Mill Lane, Purley Way, Croydon, Surrey

Produced and printed by
Beck and Partridge Ltd, Leeds and London