



Shipton Communications Ltd.

## SHIPTON COMMUNICATIONS TODAY

Shipton Communications is the UK's leading independent supplier of key telephones, maintaining a current installed base of 5,000 systems. It is also a serious contender in the growing UK market for modern, digital private branch exchanges.

With both a sales and a DTI/BSI-approved engineering and maintenance network nationwide, the Company provides a communications system design, installation and technical service to an impressive list of clients in the public and private sectors.

Shipton has a number of strengths which ensure its future growth and its ability to serve its customers for a long time to come. It has an excellent engineering track record in the field of private communications, extending back over fifty years to the 1930s when it pioneered the first telephone answering machine. This expertise is backed by the resources of its shareholders which enable Shipton to maintain close links with the manufacturer of its main product lines (DeTeWe), and to offer a range of long-term financing options, including rental, to its customers.

Since the liberalisation of UK telecommunications in 1984, Shipton has adhered to a corporate policy of providing a fast, efficient service and a carefully-chosen range of flexible, robust telecom equipment. Together these factors give Shipton customers the promise of trouble-free communications into the next decade and beyond.

### SHAREHOLDERS

#### DeTeWe AG (33⅓%)

Deutsche Telephonwerke und Kabel industrie AG (DeTeWe) is a major West German manufacturer of telephone equipment, employing some 5,000 people and with an annual turnover of over £170 million.

DeTeWe, which has been supplying public and private branch exchanges to the German Post Office for 100 years, made an early entry into electronic systems in 1976 with an R&D centre, set up near its headquarters in Berlin, especially for this development. One of DeTeWe's success stories in this field has been the production of the E12 'intelligent' office telephone that is now the most popular key telephone in Europe, with an installed base of over 30,000 systems. DeTeWe is a pioneer of digital techniques, and the success of the E12 looks to be repeated with the E600 digital PABX which is in use in over 2,500 businesses.

DeTeWe's connections with Shipton have been firmly established over 20 years. As a mark of confidence in Shipton as its sole distributor in the UK, these links were consolidated in 1986 by the acquisition of one-third of Shipton equity.

#### Jeremy Harrold (33⅓%)

Jeremy Harrold is Chairman and Managing Director of Shipton Communications Ltd. A former banker, he joined Shipton in 1978 and, together with his team, has successfully steered the Company into the markets opened by telecom liberalisation where it now occupies a leading position.

#### Institutions (33⅓%)

An institutional syndicate completes the ownership of Shipton. It is led by 3i and includes Kleinwort Benson and Philip Hill Investment Trusts.

### SHIPTON FIRSTS

#### First

independent supplier to gain approval to market key telephone systems in the UK. This was to the rigorous standard set by DTI specification 82/0061 which applies to products not already sold by British Telecom.

#### First

independent supplier to register and gain approval for the quality maintenance of the telephone products they supply. Stringent inspection by BSI to quality standard BS5750 ensures a high level of maintenance service at all times.

#### First

independent supplier of key telephone systems to register and gain approval of its electronic repair workshops.

#### First

independent supplier to gain DTI approval to market a PABX system – the E600 – after tests conducted by BSI under BABT administration to the new, digital standard BS6450.

#### First

independent PABX supplier to register and gain approval for the quality maintenance of the PABX products they supply.

THE RIGHT CONNECTION



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### CLIENT LIST

The following are just some of the customers for whom Shipton has installed and maintains a communications system:

- Abbey National Building Society
- Berni Inns
- Birmingham International Airport
- British Airways
- British Gas
- British Leyland - Longbridge
- Burberrys
- Butlins
- Chessington Zoo
- City of London Police - Old Bailey
- Council of London Stock Exchange
- Corporation of London - Barbican
- Express Newspapers
- First National Bank of Chicago
- Fisons Pharmaceuticals
- Lloyds Bank
- London Hilton
- Lonrho plc
- Marks & Spencer
- Marylebone Cricket Club
- Midland Bank
- Ministry of Defence
- North Shropshire District Council
- Nuffield Nursing Homes
- Rediffusion Flight Simulation
- Sabin Bacon & White
- Schwartz
- Schweppes
- Titmus Sainer & Webb
- Trust House Forte

### SHIPTON TELECOM PRODUCTS

#### E600 DIGITAL PABX

A unique, modular system that can be expanded with minimal cost or disruption from 2 trunk lines and 10 extensions up to 70 trunk lines and 600 extensions. Designed for ISDN, the E600 is a truly digital, non-blocking switch that ultimately will be able to be used for the transmission of voice, text, data and video signals without modification. At present, **the E600 is approved for 172 extensions and is compatible with all approved 'phones or key systems.** With a range of practical and easy-to-use features, the system has 4 years behind it of proven reliability in the business environment. It is available in the UK exclusively through Shipton Communications.

#### TELRAD KEY BX

Suitable for the organisation requiring from 13 up to 64 extensions, this system's versatile software allows it to be configured into a variety of formats for large, small or multiple business users. The Telrad is compatible with most existing PABXs and offers a wide choice of time and cost-saving features which makes it the most advanced electronic exchange available of its size. The Telrad Key BX complements well the other top-quality products in the Shipton range.

#### E12 KEY TELEPHONE SYSTEM

A microprocessor-controlled 'intelligent' telephone system for up to 6 trunk lines and 12 extensions. Amongst a variety of useful functions, **the E12 has a unique, liquid crystal display feature for call-cost monitoring and to show the status of other lines and extensions.** The system is so easy to install and reliable in use that it is proving to be the most popular key telephone in Europe.

### BOARD OF DIRECTORS

#### Jeremy Richard Harrold, MA.

Chairman and Managing Director

#### Keith Goodman, BSc.

Sales and Marketing Director

#### Robert Alan Hawkins

Engineering Director

#### Peter Andrew Wade, BSc. ACMA

Financial Director

#### Heinz Marten

Liaison Director (West Germany)

### KEY EXECUTIVES

#### William D. G. Greenhalf

Consultant (Former Shipton Director of Engineering, Retired.)

#### Keith Child

National Sales Manager, Key Systems. Over 13 years senior management experience.

#### Roger W. White

PABX Sales Manager. Over 20 years PABX experience.

#### Robert Park

Sales Training Manager

#### Roy Street. AMIEE. GRAD. IERE. ARTCS

Distribution Manager

#### Thomas J. Freeman

Sales Manager, Private Communications

### HEADQUARTERS & BRANCH OFFICES

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