

THE Works

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| NEWS & VIEWS FROM THE M&M GROUP OF COMPANIES |

M&M LAUNCH SMART EXPRESS



**Repairs in a Day..... At your convenience....
Bringing our Bodyshop Services to you!**

M & M Vehicle Repairs Staffordshire's largest independent award winning crash repair business is entering the mobile repair sector. M & M have become the first SMART Express Franchisee across the UK and the new service is due to be launched in October. SMART Express will enable the business to carry out small repairs at the customer's convenience and place of choice.

S.M.A.R.T. (Small Area Repair Technique) Repairs limit the repair to the damaged area only and not the complete panel. Using specially formulated paints and materials, factory finish paintwork can be restored. The restored area is virtually undetectable and is completed in hours rather than days, thus providing drivers or

fleet operators with significant cost savings.

Damaged bumpers and spoilers are very expensive to replace. In the majority of cases, using our specialist range of techniques, the need for replacement is eliminated.

Included in the SMART Express service is the repair of windscreens, car interiors, both plastic and fabric and the repair of carpets and leather seats.

M & M have spent in excess of £40k in both purchasing a new vehicle and having it fitted out with all of the latest SMART Repair equipment as well as investing in staff training on the new SMART repair techniques.

Commenting on the new SMART Express

service Mick Whitehead Managing Director said "With the increase in insurance excesses on insurance policy's it is often less expensive to have a small dent or scuff or scratch repaired without claiming on your insurance; coupled with the fact that the driver's no claims is protected and that we now have the technology to repair cosmetically outside of the fixed site bodyshop; this will be a great service for drivers at a time when residual values are becoming more and more important as the cost of driving increases and we keep our vehicles for longer".

M & M are now able to provide Mobile Smart Repair Services to the local Franchise Dealer, Fleet Customer and Private Motorist alike and each is assured of a swift response reducing vehicle off road time and saving money.



Left

Newbies settle in... from left to right, Gary Steele (Estimator), Ian Woodcock (Service Manager), Louise Graham (Standards & Operations Manager) and Tom Lunt (Customer Service).

Right

Big congratulations to Clare Hollier now Clare Richardson from all her colleagues!



MECHANICAL SERVICE CENTRE

Visitors to the M & M Longton branch will have noticed the works currently being undertaken to the oldest part of our site. A much needed refurbishment is underway and the good news is that we are creating a dedicated vehicle Servicing and MOT Centre. Increasingly we are being asked by our Customers to service their vehicle whilst they are having body repairs carried out on their car or van. As a result the management team has decided to create a purpose built Servicing & MOT centre that will enable us to focus more on this part of our business and ensure that the Customer journey with M & M meets all of their individual needs.

Whilst we have always carried out servicing & MOT's to some extent it has always been an additional service that we provide as a result of a Customer request. Now however we shall have a

purpose built centre where Customers can talk to our Servicing Manager directly and our specialist team of servicing and MOT staff. We will be providing free winter checks in the run up to winter and disseminating information on good maintenance tips to help our customers keep their cars on the road safer, longer and more eco friendly in between services.

Local Fleet Manager's needn't fret either as we have come up with a Fleet Servicing Scheme that ensures all of your fleet vehicle Drivers and Company car Drivers are kept informed of any impending service and MOT due dates.

The new Service & MOT centre is expected to open in the Autumn. Watch this space for more details.

NEW LOOK WEBSITE

It's been a year of consolidating, refreshing and updating here at M & M - we have even updated our website and now provide more services than ever such as Insurance Approved Motorhome and Caravan Repairs, Bodyshop Quotes and Insurance Excess Products – check out our new website here:

www.mmvehiclerepairs-uk.com

WEAR IT PINK

M&M raised over £500 on wear it pink day!



STAFFORDSHIRE TECHNOLOGY ALLIANCE GROUP

For those of you who attended our fourth Technology Seminar at The Britannia Stadium back in March 2011 you will be pleased to learn that the next event is scheduled for Friday 20th of January at the Britannia Stadium between 9am and 1pm. All places are free and can be booked on the website at: www.staffstechnologyalliancegroup.co.uk Places are limited so please secure your place asap. We have agreed some great speakers from Microsoft, Hosting Systems,

Sitelink and Bitdefender to name but a few and our focus this time will be on Business and Personal Security and Back Up with the aim of informing our Customers about the best in breed products and services that are currently on the market and those emerging technologies that we feel are relevant to the local business

community. We shall be sending out information shortly to all of our Customers of the next event.

As a result of all the hype surrounding "The Cloud" and the fact that our focus from S.T.A.G. is on System Security and Backup – we felt that we had to publish the below article.

THE CLOUD (MICROSOFT PATRIOTS ACT/ DATA PROTECTION ACT)

Microsoft admits Patriot Act can access EU-based cloud data

By Zack Whittaker | June 28, 2011

Summary: Microsoft's UK head admitted today that no cloud data is safe from the Patriot Act — and Microsoft will hand it over to U.S. authorities. At the Office 365 launch, Gordon Frazer, managing director of Microsoft UK, gave the first admission that cloud data — regardless of where it is in the world — is not protected against the USA PATRIOT Act. It was honestly music to my ears. After a

year of researching the Patriot Act's breadth and ability to access data held within protected EU boundaries, Microsoft finally and openly admitted it. The question put forward:

"Can Microsoft guarantee that EU-stored data, held in EU based datacenters, will not leave the European Economic Area under any circumstances — even under a request by the Patriot Act?"

Frazer explained that, as Microsoft is a U.S.-headquartered company,

it has to comply with local laws (the United States, as well as any other location where one of its subsidiary companies is based).

Though he said that "customers would be informed wherever possible", he could not provide a guarantee that they would be informed — if a gagging order, injunction or U.S. National Security Letter permits it. He said:

"Microsoft cannot provide those guarantees. Neither can any other company".



Across the group we have been investing in our marketing collateral and as such we have launched our new Signs and Graphics Website – we think it’s much more vibrant and easy to navigate and communicates our passion for our service and industry. It also showcases some of our work and the many different types of projects we are asked to undertake for local businesses and private individuals alike.

Please visit us at www.mmsignsandgraphics-uk.com



BRANDING & DESIGN

VEHICLE LIVERY

GENERAL, CORPORATE & RETAIL SIGNAGE

LARGE FORMAT DIGITAL COLOUR PRINT, STICKERS AND LABELS

A-BOARDS, BANNERS AND FORECOURT SIGNAGE



The first Staffs Marketing Academy event “Action for Business: LIVE” was a roaring success. Over 140 businesses attended the seminar and we had some inspirational speakers in attendance.

The Staffordshire Marketing Academy aims to support, inspire and share ideas with regional business people and those looking to start a business in Staffordshire and to foster a culture of innovation and creativity to create wealth and prosperity.

OK. We know that taking time out to review your marketing plan is a challenge, especially for smaller business owners. If you haven’t set or reviewed your marketing actions in the last 12 months now is the time.

Action for Business: LIVE 2 will be more enlightening, more thought provoking and more memorable. You’ll walk away with

marketing ideas to implement immediately and a raft of insights from people who live and breathe this stuff day in, day out.

If you’re a start-up, micro or small to medium sized Staffordshire based business with ambitious plans to grow and need support and advice from a range of marketing professionals, then join us at the next event at The Stoke on Trent **Moat House in Hanley on Friday 28th of October from 9am till 1pm**. To book your place(s) at this event visit our website at www.staffsmarketingacademy.co.uk.