



# SIMS NEWS

SIMS AUTOMATICS

MAY 2009

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## CELEBRATING OUR 40TH ANNIVERSARY

We are proud to be celebrating our 40th Anniversary this month. The more observant of you may have noticed a change in our "wee man" and the company name. We have tweaked our company logo to make it more modern – just a few subtle changes – as we couldn't lose our Scotsman altogether – he is part of the family!

On Monday 4 May we held an Open Day for staff, family and friends at our premises (pictured above). A glass of champagne kick started the proceedings followed by a scrumptious buffet. There was a bouncy castle and face painting for the kids – an overwhelming success – even though it had to be inside due to the unpredictable Scottish climate. As you can see from the pictures a good day was had by all.

The Company has come a long way in 40 years – since the days when Don Sims (pictured above right) founded the company supplying juke boxes from his garage in Bearsden. A thriving business evolved with a first move to Maryhill Road then to custom built premises in



Dalsholm Industrial Estate – where we still are to this day. After Don's untimely death in 1979 in a helicopter accident, Betty his wife took over as Managing Director and continued to push the business onward and upward until 2002 when she stepped down into retirement with a view to spending more time with her grandchildren. Her son Scott took over as MD and Alison his sister took over the role of Administration Director. In 2007 Sims acquired two smaller companies increasing our customer base and workforce.

Here we are now 40 years on with a staff of 51 and 2 Directors – who knows what's ahead in the next 10 years!

## NEW PRODUCT

# THE NEW JUKEBOX

A new product just launched promises to be one of the most exciting music products to have hit the industry in a long time. 'The Jukebox' featuring Milestones in Music Technology has never before been available at this level of machine.

Due to the advancements in PC hardware and file compression technology we have been able to develop a machine that offers exceptional music selection together with outstanding technical features at an affordable price. 'The Jukebox' is the perfect entry level solution for any environment.

The Jukebox features Sound Leisure's flagship Milestones in Music Technology:

- Up to 30,000 tracks held on local hard drive
- Eliminates need for broadband connection
- Features every single track to appear in the UK Top 40 since 1952
- Search by date, A-Z or event (such as 1966 World Cup, date of birth etc)
- Variable price of play/happy hour facility



FOR MORE INFORMATION PLEASE CALL  
THE SIMS SALES TEAM ON **0141 946 0444.**

## PHOTO GALLERY – CELEBRATING OUR 40th ANNIVERSARY OPEN DAY



Pictured from top left – The voice on the end of the service line Bobby "game for a laugh" McMillan.

Above – Staff raising their glasses in a toast to 40 years.

Far left: 40th Anniversary Cake went down a treat.

Left – Sims Sales Team: (left to right) Neil Fleming, Suzanne Probert, Scott McGillivray, Bill Regan, Craig Straton.

# BUDGET & PERMIT UPDATES

## CUSTOMS AND EXCISE

Please note that following the recent Budget on 22 April there has been an immediate increase in licence duty for the following bands:

Category C machine - £760 to £830

Category B4 machine - £1840 to £2010

## PERMITS

In compliance with the Gaming Board of Great Britain regulations we have to note in our records Local Authority permit details of all our customers.

The current fees are as follows:-

### PUBLIC HOUSE

£50 lasts indefinitely unless a change of owner/tenant takes place.

### CLUBS

initial payment of £100 followed by £50 per annum.

ANY QUERIES ON THE ABOVE PLEASE TELEPHONE OUR OFFICE LINE AND ASK FOR STACEY.



# SIMS

AUTOMATICS

To mark our 40th Anniversary celebrations, Voltage Creative were commissioned to redevelop our brand identity with a new fresh modern approach.

By redeveloping the company's iconic caricature and updating the typography, Voltage has successfully delivered the brief of maintaining the brand's individuality and character whilst creating a fresh, modern image for our ongoing business.

The brand has been developed across a wide range of communications, from our van livery and signage through to our literature and stationery.

Let us know what you think of our new updated look by contacting us at: [alison@simsautomatics.co.uk](mailto:alison@simsautomatics.co.uk)



A few years ago we took on a new site in the north of Glasgow called The Clansman – we thought the barman a bit strange... but that was nothing compared to the customers! One of our service engineers got a call regarding the pool table and guess who he found causing havoc!

Sims Automatics are proud to supply equipment for shows such as Still Game, Taggart, River City and numerous stage shows in the city's theatres.



## 24-7 CCTV VIEWING

Did you know that you can view your CCTV footage from home? We can link your system to your PC and you can monitor the day to day running of your business.

It is over ten years now since we installed our first CCTV system and in that time there have been many changes and improvements in the technology. Most notably digital recorders replacing tape based video recorders and multiplexers. Remote viewing of your premises CCTV images ten years ago was leading

edge technology and the price at the time was prohibitive for many of our customers. Now, however, the remote viewing facility is incorporated into many of the DVRs we supply and as well as being more affordable, it is also more reliable, easier to use and provides much better quality images over a broadband connection.

A growing number of our customers are now enjoying the benefits of being able to monitor their business from home or when on holiday.

## CHARITY ABSEIL

Some of you might recognise the guy in this photograph (above). Sean O'Neill, one of our Service Engineers who took part in the Titan Crane Abseil on Saturday 2nd May in aid of ENABLE Scotland. Sean raised a total of £270, this included a donation from the company.

He really enjoyed the experience but is now looking for bigger and better challenges – he did jokingly mention throwing himself out of a plane. This could be arranged minus a parachute!  
**WELL DONE SEAN!**

## STAFF NEWS



### SINCE OUR LAST SIMS NEWS THE FOLLOWING STAFF HAVE JOINED US

Pictured above – left to right – Marion Malloy (Admin), Mark Macgregor (Engineer), Stacey Quinn (Admin), David Steel and Jamie Kane (Installations), Thomas Baird (Workshop), Christina Gray, Denise McGillivray, Marion Muir, Lorna Donaldson, Margaret Robertson (Collections), Suzanne Probert (Sales) and Lisa Gallacher (Collections).



Left to right – Bob Boardman, Flora Hannah and Betty McGillivray: “The Three Retirees” cutting the 40th Anniversary cake at our Open Day – between them they have clocked up nearly 100 years working with Sims!

## BOB RETIRES

After 30 years service, we said a fond farewell in January to Bob Boardman (General Manager). He is already well missed for his sense of humour and infectious laughter, especially missed by the ladies as he is the perfect gentleman and he loves a cuddle!

## KEY CONTACTS

### SALES

Scott McGillivray, Managing Director

### SERVICES

Jim Gahagan, Service Manager

Carole Anne Flannigan,  
Collections Manager

### MARKETING & ADVERTISING

Alison Lambie,  
Administration Director

### SIMS AUTOMATICS

46 Dalsholm Road  
Glasgow G20 0TB

Sales tel: 0141 946 0444

Sales fax: 0141 946 8155

Service tel: 0141 946 6054

[www.simsautomatics.co.uk](http://www.simsautomatics.co.uk)