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# ACROW WORLD CONVENTION COMES TO BRITAIN

**£1 million Kempton Park Spectacular**

**Friday, 15th September, 1978 was day one of the spectacular two week Acrow World Convention 1978, which took place at Kempton Park Racecourse in South West London. Among the many guests of honour was Dr. Thalmann, the Swiss Ambassador and Mrs. Thalmann**

Acrow — Britain's largest manufacturer of construction equipment — demonstrated its products in dramatic fashion to 1,000 buyers from 82 countries, who were joined by 1,500 top UK businessmen, Acrow shareholders and employees. The Convention cost Acrow more than £1 million to mount, but they confidently expect to reap the benefit in increased sales, pushing the company's exports to £100 million in 1978/9, according to the Acrow Group Chairman, William de Vigier, CBE.

For three days prior to the Convention, Acrow mounted an exhibition at Kempton Park for UK customers.

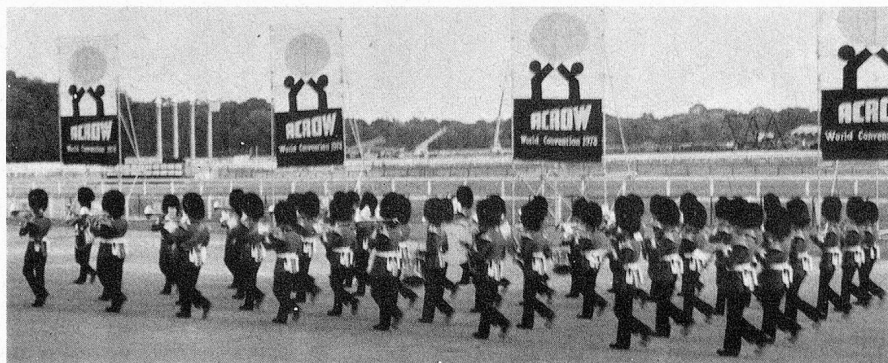
The highlight of the Convention was a spectacular 'drive past' of giant self-propelled cranes, excavators, bridging equipment, massive freight containers and a diverse range of Acrow's British-made engineering products, whose total value was about £10 million. Led by the Band of the Grenadier Guards, this hour-long parade in front of Kempton Park's Silver Ring Grandstand was the biggest event of its kind ever mounted by a British-based company. It was a dramatic demonstration of Acrow's design and production capabilities.

At Kempton Park Acrow also mounted a 10,000 square metre static exhibition of Group products, and lakeside demonstrations at which Acrow cranes and excavators operated under actual site conditions. Acrow Panel and Bailey bridges were erected and giant cranes and excavators floated out on Acrow's Uniflote rafts and jetties.

It was the range of equipment that made the Acrow World Convention 1978 a unique event. For the first time, all Acrow Group Companies were together, exhibiting and demonstrating their products over five days, giving Acrow's worldwide customers an opportunity to inspect every facet of the Group's operations. The convention confirmed Acrow's leading role in the design, manufacture and supply of construction equipment, while emphasising the Group's strong capabilities in the materials handling, bridging, petro-



*The imposing entrance to the 1978 Acrow World Convention. Appropriately, the flags of the world can be seen in the background.*



*And what could be more stirring than a welcome by the regimental band of H.M. Grenadier Guards?*



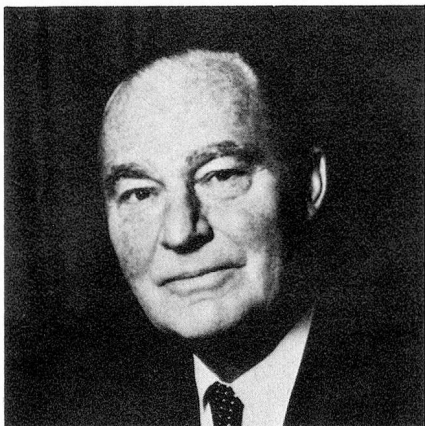
*And who could possibly have objected to being directed by marshals as charming as these three . . . ?*



*Almost like something out of "Dr. Who" — these mechanical giants were well received.*

chemical, agricultural and many other industries.

In a pre-Convention message to overseas delegates, Chairman and founder Bill de Vigier outlined the thinking behind the event:



Acrow chairman Bill de Vigier, CBE, welcomed 1,000 delegates from 82 countries at the 1978 Acrow World Convention held recently at Kempton Park Racecourse near London.

In his speech of welcome Mr. de Vigier was delighted to summarise the Acrow Group's growth record. The audience was particularly appreciative when he said that, in his opinion, such a record was only possible under a free enterprise system.

"It is my belief that industry, commerce and trade will never grow, develop, or have the flexibility to meet change without the continuous pursuit of new ideas and of under-

standing rapidly changing world conditions. We have the opportunity at the Acrow World Convention of consolidating the bonds of friendship between Acrovians and overseas delegates and to continue the interchange of new ideas and methods which has been fundamental in the development and success of our enterprise".

Acrow are confident that substantial sales benefits will follow from the opportunities for cross fertilization during the Convention. An example is that one of the agents for Coles Cranes in the Middle East was able to see the possibilities for the first time of selling Acro-Kool drinking water coolers in his territory.

The proof that such opportunities can lead to extra business comes from the 1976 Acrow Convention, when the then Deputy Managing Director of Arab Contractors, Mr. Mohamed Aly, met Mr. W. A. de Vigier for the first time. At that time Acrow did no business in Egypt, but today the company is the leading supplier of formwork, scaffolding and mobile cranes to Egypt and has signed a collaboration agreement to build a factory in the Canal Zone.

The two week Acrow World Convention was no joyride. In addition to attending the Kempton Park demonstrations, delegates travelled by specially chartered trains to Acrow factories throughout the country. They attended various specialist



At Kempton Park Adamson & Hatchett were exhibiting their expertise in the design and production of pressure vessels, heat exchangers, oil rig equipment, storage tanks and associated plant.

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seminars and conferences to learn of the latest Acrow Group developments.

As always at Acrow World Conventions, delegates' wives were not forgotten. A varied programme was arranged including visits to the House of Commons, Westminster Abbey, Tate Gallery, London Weekend and Thames Television Studios, Blenheim Palace and the hit musical "Evita".

"Grow with Acrow" has been the company's slogan for over 40 years, ever since Chairman Bill de Vigier, founded the company in a workshop below Bow railway arches in East London. For 32 consecutive years the company has achieved record turnover, exports and profits. In 1977/78 Group sales reached £147 million and profits £13,141,000. UK exports amounted to £87 million, 62.62% of UK turnover. The Acrow World Convention 1978 will help ensure that their record of growth is continued.

### DRAMATIC LAKESIDE DEMONSTRATIONS

Lakeside demonstrations in which Acrow Panel and Bailey bridges were erected and giant cranes and excavators floated out on Uniflote rafts and jetties, were among the dramatic highlights of the Acrow World Convention.

The demonstration was mounted by Thos. Storey (Engineers) Ltd., who introduced

new Acrow Panel bridges and Uniflote ferries, rafts and jetties.

Last year, Thos. Storey exported 84% of its output and over the last four years has sold equipment to 75 countries, in many cases actually supervising the construction work.

A typical, and in many ways dramatic, recent success for Thos. Storey was the completion in 12 months of a 2 kilometre floating bridge (the largest floating bridge in the world) over the Demerara River in Guyana.

### BIGGEST EVER EXHIBITION OF BENTALL'S FARM EQUIPMENT

Britain's biggest manufacturer of grain handling and storage plant, E H Bentall & Co Ltd., of Maldon, Essex exhibited virtually their complete range of equipment at the Exhibition. It was the biggest display ever mounted by this Acrow company.

The wet yet bumper harvests of 1977 and '78 are producing boom conditions for Bentalls, who report a record level of UK orders this year. Fifty per cent of the company's products are exported and 1978 will also be a record year for overseas sales.

### WORLD LEADERS IN METAL FABRICATIONS

Founded in 1842 by Daniel Adamson, Adamson & Hatchett Limited is today one of the world's leaders in heavy engineering. At their two UK factories, the company pro-

duces sophisticated hardware for the oil, gas and petrochemical industries.

At the Acrow Grand Exhibition, Adamson & Hatchett exhibited their expertise in the design and production of pressure vessels, heat exchangers, oil rig equipment, storage tanks and associated plant.

### RECONDITIONED CRANES

While being Britain's number one manufacturer of construction equipment, Acrow also have a thriving business in plant reconditioning, through Crane & Machinery Services Ltd.

At their factory near London Airport (strategically sited as 70% of the business is overseas) the company recondition a wide range of cranes and construction equipment.

During the Convention Crane & Machinery Services were demonstrating by exhibiting three reconditioned 10 year old cranes that now have years of life ahead.

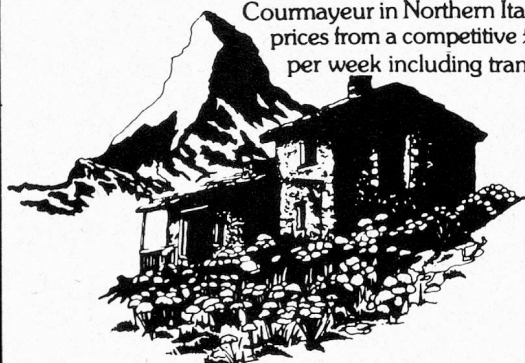
The incredible "march past" also included displays of solar panels, racking and shelving systems, Priestman Crawler cranes, the latest range of cranes from Coles and a seemingly unending procession of the many other ancillary and service industries in which this giant conglomerate is involved. All in all, an impressive day out and one for which we congratulate all those involved in the monumental tasks in getting it all together so utterly professionally.

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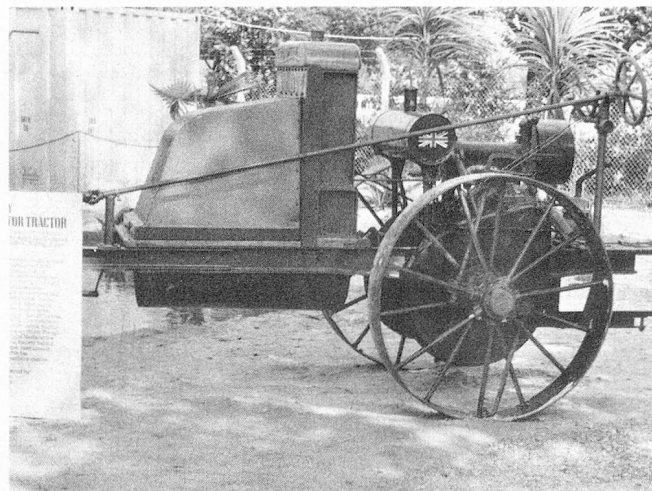
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The tremendous versatility of the Acrow Uniflote system was amply illustrated in this photograph of a Uniflote floating helicopter pad.



This 1917 tractor by Crawley Engineering, which is now part of the Acrow Group, provided some stark contrast between the old and the new!



Huge crawler diggers at all angles! all to demonstrate their almost unbelievable versatility and stability.

## Inn on the Park. After dark

Apart from being quite the most beautiful hotel in London, the Inn on the Park is also quite the most perfect rendezvous. It's the place to meet after dark, after theatre, after a hard day's work, after anything. It also lets you start any evening as you mean to go on. In style.

There's the military splendour of the Vintage Bar. Or the Four Seasons Bar, just large enough to ensure that the only thing that's crushed is the ice in your drink. And speaking of comfort, the Inn on the Park has one of the few really civilised lounges left in London.

In fact, such is the attraction of

starting or concluding any evening at the Inn on the Park, that people naturally wish to spend the middle of it with us as well. For these discerning people we have a delicious alternative.

### Lounge



### The Vintage Room

The Vintage Room is that rare thing. A sophisticated night spot where you can dine like a king and dance with your hands around your partner, not your ears. Live music and

very much alive atmosphere till 2a.m.

For those for whom gastronomic pleasures are to be taken seriously, there is the Four Seasons Room. Unquestionably, this is one of Europe's finest restaurants. Created by people who know about good food for the remaining few who really appreciate it. The service is pure magic and the ambience pure Inn on the Park. Try it. After dark.

*The*  
**Four Seasons**  
Room

## Inn on the Park



Hamilton Place, Park Lane, London, W1A 1AZ  
For reservations telephone: 01-499 0888.  
Ample car parking available.