The Sykes-Pickavant Story







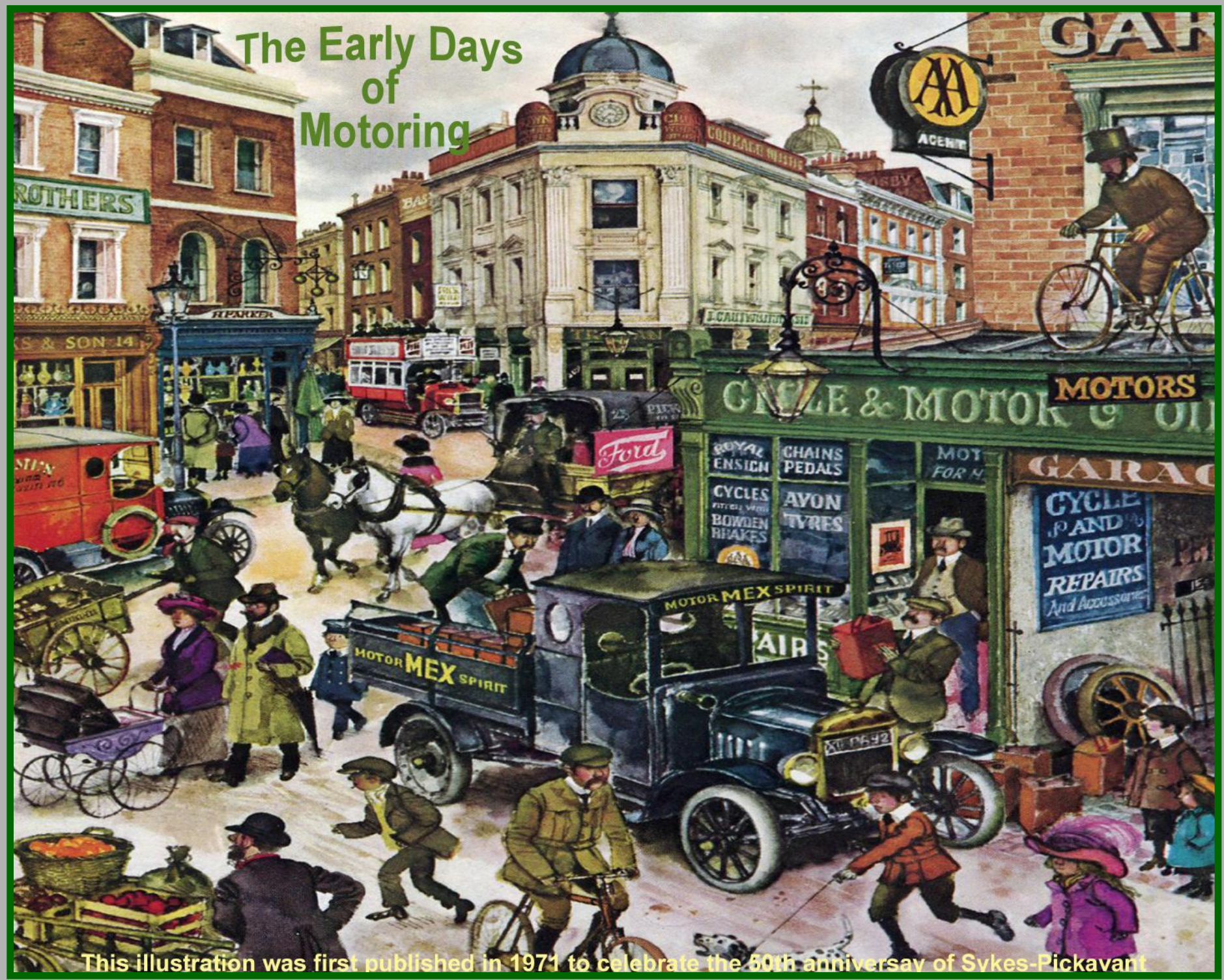


100 years travelling along a long and winding Road.
With ups and downs, twists and turns, but, still going strong in 2025.

A timeline from SPArchive.org

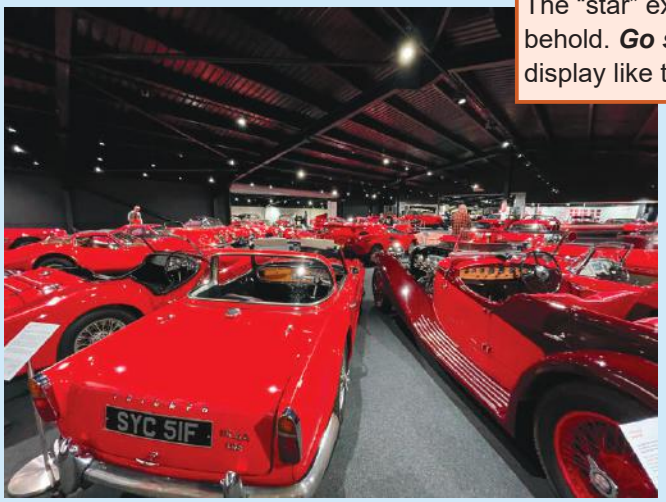
Published

January 2026


The Early Days of Motoring
AA
AGENTS
MOTORS
Ford
ROYAL ENSIGN
CHAINS PEDALS
CYCLES
BOWDEN BRAKES
AVON TYRES
CYCLE AND MOTOR REPAIRS
MOTOR MEX SPIRIT
MOTOR MEX SPIRIT
XL 0642
This illustration was first published in 1971 to celebrate the 50th anniversay of Sykes-Pickavant

Background to the SPArchive project by Greg Norris retired Marketing Director

The origins of this project date to a precise point in time. 8th August 2024. During a vacation tour of the South West of England in my campervan I visited the wonderful Haynes Motor Museum at Sparkford in Somerset. As a petrol head this visit had been on my “to do” list for many years, not only to see the fabulous collection created by John Haynes (as in Haynes Workshop Manuals) but also because Sykes-Pickavant had a long association with his company. Over the years we supplied many tools for use in the preparation of his manuals, but also because our former Sales Manager, John McMillan was a personal friend of John Haynes. You can read John’s profile on this website.



The “star” exhibit in the Haynes Museum just has to be the **“Red Room”.** The stunning display of red sports cars is a joy to behold. ***Go see it!*** From Triumphs to Alfa Romeos and Ferraris. I don’t think there’s a museum anywhere in the world with a display like this.

The cars are beautiful, and I spent a long time admiring the British classics represented, like this Jenson Interceptor, a true “Grand Tourer” and Gentleman’’s carriage. No surprise then that our Chairman, Paul Mindelsohn drove one of these in his Batchelor days!





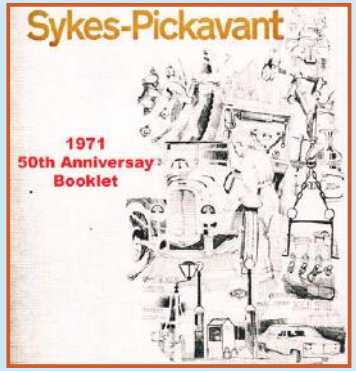
However, and most of all, I wanted to see their replica workshop display. What a disappointment!

No Sykes-Pickavant !

I recall thinking, “we’ll have to do something about this.”

1971

50th Anniversary Booklet



1996

75th Anniversary UK Roadshow



2025

100th Anniversary

Digital Archive

&

Document Collection

Sykes-Pickavant Archive 100

February 2025

A friend and former colleague at SP asks me if I have any company catalogues or photographs. I check and I have nothing. Other former colleagues are in the same position. We also realise that the 100th anniversary had passed without note in 2021. No one had thought to celebrate this important milestone. ***Forgotten !***

Once again , “we’ll have to do something about this.” Now we knew what we had to do.

The plan emerged from a group of former colleagues who put together the 75th Anniversary Roadshow in 1996 and who had invested many years of their careers in support of a truly great and unique company.

The SPArchive 100 project was born to capture this history before it was lost.

Sykes-Pickavant Archive 100

Corrections and additions

This story has been a complex jigsaw to piece together and verify.

If you have any corrections or additions we'd be very happy to receive them.

"To preserve and promote the 100-year legacy of the Sykes-Pickavant brand, products and people."

Many people have contributed to the evolution of this unique business over 12 decades,

From it's early roots in 1918 with Great War veterans, right through to 2025 where a new generation are continuing to keep the story alive. To quote the new owners:

" As the current owners of Sykes Pickavant we feel a huge responsibility on our shoulders to protect the legacy of this iconic British brand and more importantly preserve all its history going forward as the generations change."

The "Pioneers" who got this story started deserve special recognition. Post WW1 was a time of a deep financial crisis and times were hard. Starting any business in such conditions must have been tough and required great determination. Not only that but the primary companies in this story had to face another World War, but they survived and thrived.

Aside from surviving, these Pioneers also made a major contribution to the emerging UK Automotive Trade, and, made some truly impressive contributions to their local communities.

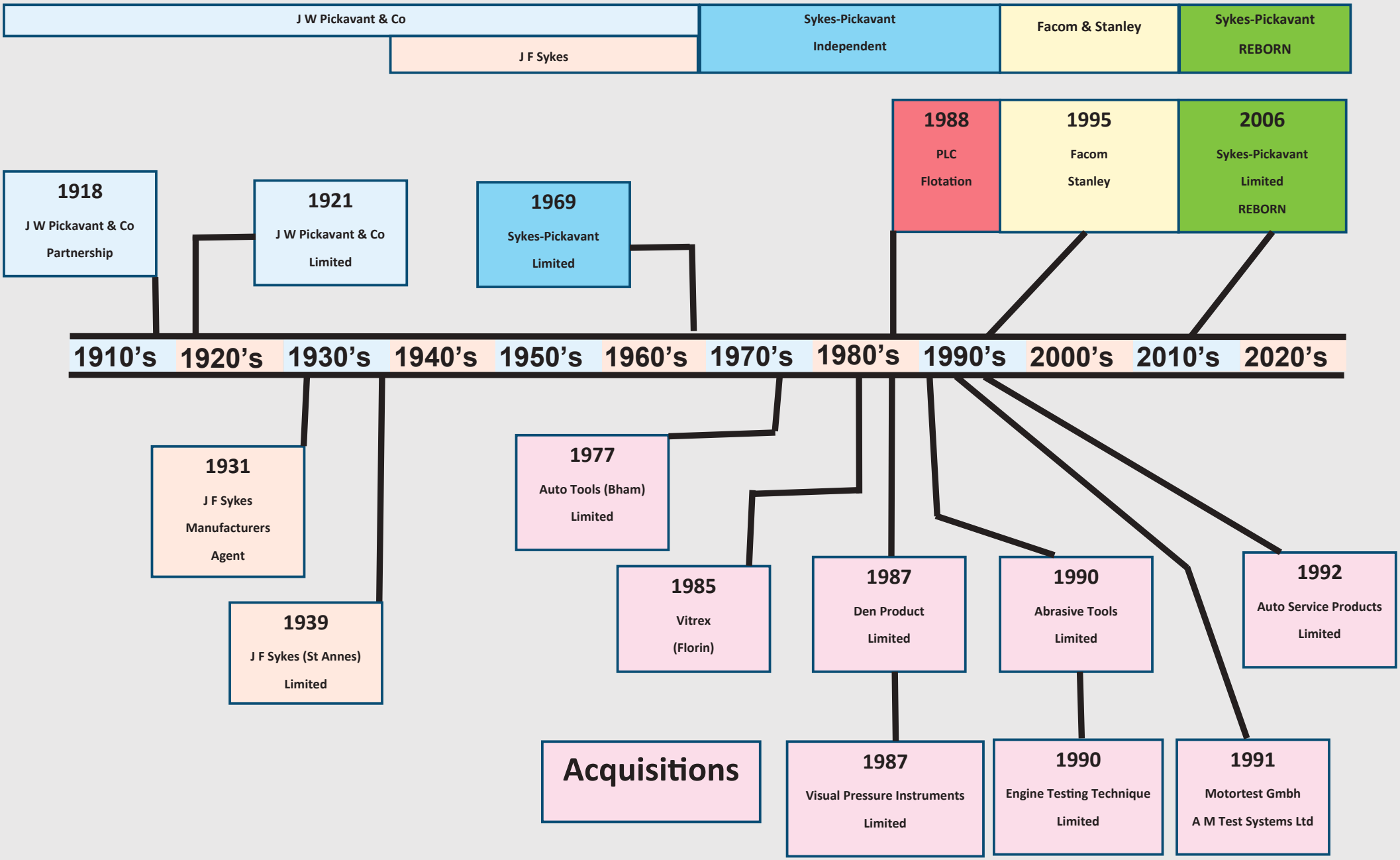
To better understand who these Pioneers were and to put the whole timeline in context we've put together the following:

- **The 100 year timeline & "The Pioneers"**
- "Chapter 1 - **1918/19**" **the stories of John (Jack) William Pickavant, Wilfrid Hill & Millicent (Millie) Baker**
- "Chapter 2 - **1921**" **The Mindelsohn & Gordon families**
- "Chapter 3 - **1939** **The Sykes family**

The SPArchive Project

Sykes-Pickavant Archive 100

The 100 year Timeline



The Sykes-Pickavant 100 Story - The Original “Pioneers”



Jack W Pickavant



Miss Millicent E Baker



Mr Wilfrid Hill



Justin Mindelsohn
Died 1939



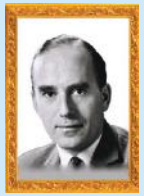
Marcus Mindelsohn
Died 1955



JW Pickavant
Leaves 1925



Miss ME Baker
Retires 1949



Paul Mindelsohn son of Marcus
Director in 1954 MD in 1955
Joint MD with Peter Sykes in 1969
Chairman 1978
Group Chairman 1987
Died 2014



Jonas Gordon
Brother of Miriam Mindelsohn
Director 1940’s
Died 1953



Joe Sykes
Died 1965

Peter Sykes
MD
Joint MD with Paul Mindelsohn
Died 1978



1918/19 - The J W Pickavant & Co Partnership

“Manufacturers and Manufacturers Agents to the Motor, Motor Cycle & Engineering trades

Products included automotive Oils, Greases, Lubricants etc from the County Chemical Co.

1921 - J W Pickavant & Co Ltd Registered Company

Capital £10,000 with finance primarily from the Mindelsohn family.

First catalogue of automotive accessories & featuring Gordon Car Bodies.

The Mindelsohn family was already intermarried with the Gordon family and they also had crossover business relationships in both directions.

1931 J F Sykes Manufacturer’s Agent

Joe Sykes acted as Northern Area Salesman for JWP for approximately 10 years before leaving to set up as a “one man band” Manufacturers Agent representing several American Tool Companies who also produced products for the Automotive market.

1939 J F Sykes (St Annes) Limited

Joe had clearly achieved sufficient success to justify registering a business with Companies House shortly before the outbreak of World War 2.

At some time after the war the business started manufacturing products in the UK and by the mid 1950’s both Peter Sykes and Paul Mindelsohn had developed a strong friendship.

The “friendly rivalry” between the companies continued through the 1960’s until Peter and Paul hatched a plan to merge and form Sykes-Pickavant Limited in 1969.

Following Peter’s fatal road accident in 1978 Paul was left with the sole leadership responsibility for taking the young company forward into the 1980’s and 1990’s.

	31st December, 1970	
	Ordinary	'A' Ordinary
P.C. Mindelsohn	2,014	27,210
P.F. Sykes	2,000	9,000
F. Butterworth	200	1,800
Mrs. M.J. Joseph	1,249	16,877
Mrs. T.R. Martin	1,249	16,877
G.J. Mindelsohn	139	1,875
Mrs. V.R. Simon	210	2,836
Mrs. U.R. Smyth	139	1,875
A.H. Sykes	1,000	9,000
Mrs. F.E. Sykes	1,800	1,800

Substantial Share Interests

At 25th April 1994 the company had been notified of the following substantial share interests:

	Number of ordinary shares	%
P. C. Mindelsohn	1,316,506	12.9
Clydesdale Bank (Head Office) Nominees Limited	890,000	8.8
G. H. Sykes	734,000	7.2
T. V. Sykes	684,000	6.7
J. F. Bartlett	627,985	6.2
T. R. Martin	583,320	5.7
G. M. Sykes	560,000	5.5
Dr. A. P. Joseph	527,720	5.2
Phildrew Nominees Limited	508,318	5.0
A. H. Sykes	449,500	4.4
Bank of Scotland London Nominees Limited	331,850	4.1

Shareholders from the 1970 Holdings Company accounts. And Post PLC accounts for 1993

The Sykes-Pickavant 100 Story - The last family "MD's"

SYKES



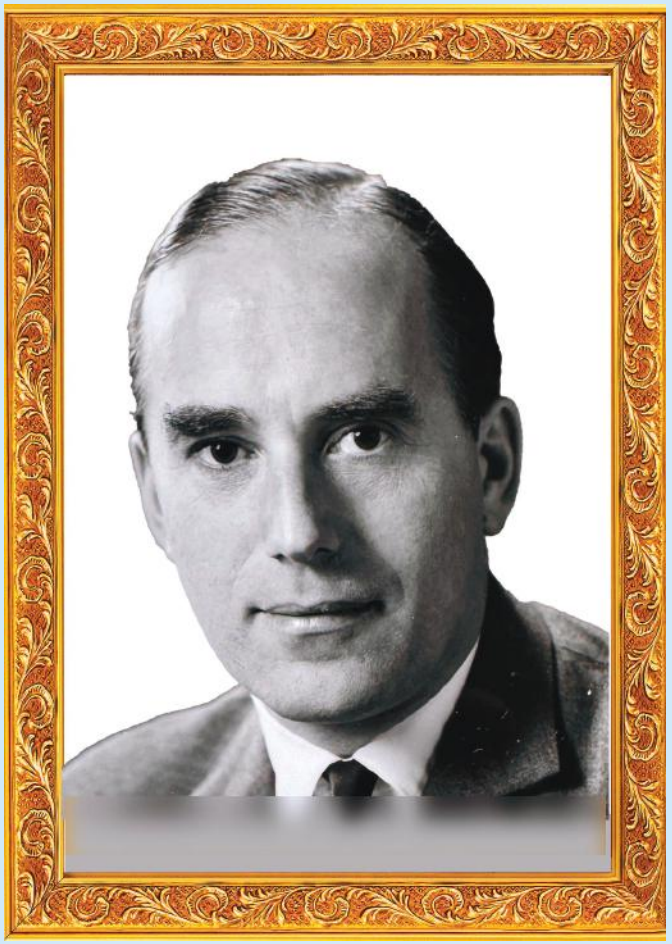
Peter Sykes

MD J F Sykes (St Annes) Ltd

Joint MD Sykes-Pickavant Ltd in 1969

Died 1978

PICKAVANT



Paul Mindelsohn

Director of J W Pickavant & Co Ltd in 1954

MD of J W Pickavant & Co Ltd in 1955

Joint MD Sykes-Pickavant Ltd in 1969

Chairman 1978

Group Chairman 1987

Died 2014

Who was John William Pickavant? ("Jack" and self described as "Himself")



So far we've only been able to find this rather poor photo taken from a 1970's Canadian newspaper celebrating his 88th birthday. However from a variety of sources, including his 1970 letter to the company, it's been possible to piece together another fascinating story. Born in **1882** in Southport the son of Thomas Pickavant, a Railway Guard, and his wife Annie. In **1911,** aged 29, he's living in Southport working as a ***"Boot Polish Manufacturer".*** Married in **1913** at Ormskirk to Margaret Arkwright. The Imperial War Museum lists his occupation as ***"Metal Polish Manufacturer"*** prior to join up.

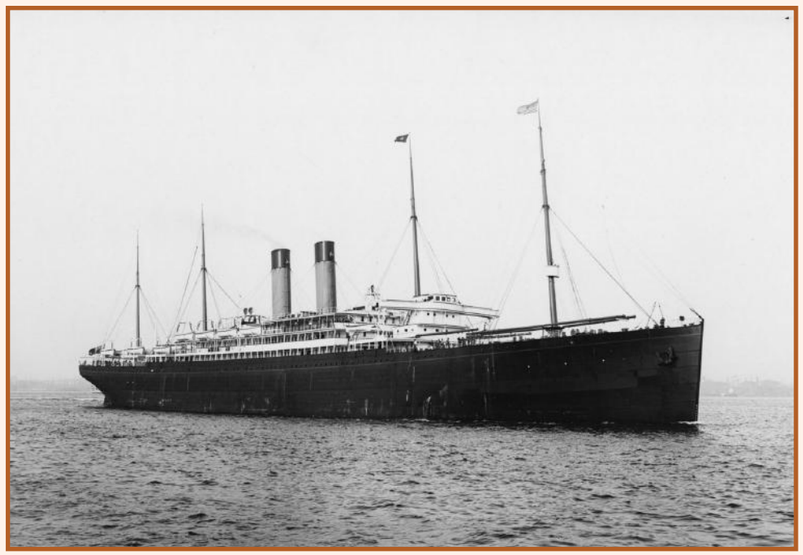
In **1916** during WW1 he enlists and serves for 3 years in 52 squadron Royal Flying Corps equipped with BE2C and BE12 aircraft from Western Front airfields in France. In June **1918** he's invalided out with Chronic Bronchitis, apparently a common ailment with WW1 troops. His rank was Flight Sergeant and his duties were Mechanical Engineer & Driver so this must have been his first exposure to the fledgling motor trade.

In his 1970's letter he says this:" No doubt you will be surprised to receive this letter from the person who founded J. W. Pickavant Company, in the years between 1918 or 1919. I just forget the exact date. I took the late Wilfrid Hill into partnership, while at the same time I was Sales Manager of the County Chemical Company."

<u>This business was the first J W Pickavant & Co - a partnership, and not yet a Limited Company.</u>

On **January 8th 1921** JWP arrives in New York on the White Star Line ship RMS Celtic and clearing Immigration through Ellis Island which was the famous facility for newly arrived immigrants to the USA. This was a business trip for County Chemicals, as documented in the Immigration records included herewith. JWP was traveling with the son of Wilfrid Hill the owner of County Chemicals.

The objective of the trip was to visit the Hassler Shock Absorber Company in Indianapolis and no doubt to negotiate a distribution agreement for the UK market. Hassler Shock Absorbers would appear in the first catalogue of the newly established JW Pickavant & Co **<u>Limited</u>** company later that year.



By **June 1921** JWP is back in England boarding at an address in Handsworth, Birmingham with his occupation listed as ***"Manufacturers Agent to the Motor & Motor Cycle Trade"***. In the house of Edith Deacon (age 38) and her son Frank Deacon (age 17) who is a ***Clerk in Motor Trade to J. W. Pickavant and Co,*** and daughter Eva Mary Deacon (age 15) ***Clerk in Motor Trade to the County Chemical Co.***

Form 500
U. S. DEPARTMENT OF LABOR
IMMIGRATION SERVICE

List 3

LIST OF MANIFEST OF ALIEN PASSENGERS FOR THE UNITED STATES IMMIGRATION OFFICER AT PORT OF ARRIVAL

ALL ALIENS arriving at a port of continental United States from a foreign port or a port of the insular possessions of the United States, and all aliens arriving at a port of said insular possessions from a foreign port, a port of continental United States, or a port of another insular possession, in whatsoever class they travel, MUST be fully listed and the master or commanding officer of each vessel carrying such passengers must upon arrival deliver lists thereof to the immigration officer.

This (pink) sheet is for the listing of FIRST-CABIN PASSENGERS ONLY

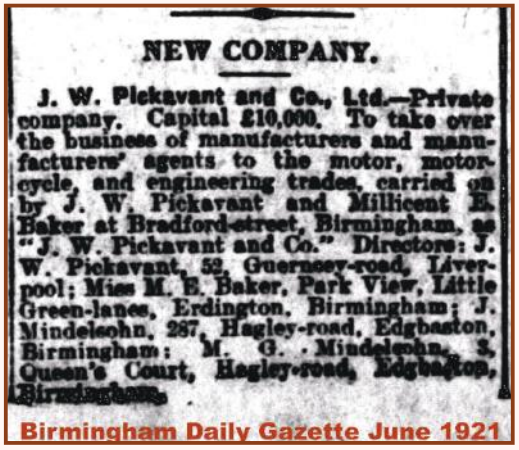
The entries on this sheet must be typewritten or printed.

TOURIST.

S. S. "CELTIC", Passengers sailing from LIVERPOOL, 29th. DECEMBER, 1920.

Arriving at Port of NEW YORK, 8 JAN 1921, 1921

| 1 No. on List. | 2 HEAD-TAX STATUS. (This column for use of Government officials only.) | 3 NAME IN FULL. Family name. | Given name. | 4 Age. Yrs. | Mos. | 5 Sex. | 6 Married or single. | 7 Calling or occupation. | 8 Able to— Read. | Write. | 9 Nationality. (Country of which citizen or subject.) | 10 † Race or people. | 11 *Last permanent residence. Country. | City or town. | 12 The name and complete address of nearest relative or friend in country whence alien came. | 13 Final destination. (Intended future permanent residence.) State. | City or town. | 14 No. on List. | 15 Whether having a ticket through to destination. | 16 By whom was passage paid? (Whether also paid by person who is to pay for railroad fare or other transportation to destination.) | 17 Whether in possession of $50 and if less, how much? | 18 Whether ever before in the United States; and if so, when and where? If yes— No. | Year or period of years. | Where? | 19 Whether going to join a relative or friend; and if so, what relative or friend, and his name and complete address. | 20 Purpose of coming to United States. Whether deportable as having been an alien of the class which last entered the United States. | Length of time intending to remain in the United States. | Whether intending to become a citizen of the United States. | 21 Whether a polygamist. | 22 Whether an anarchist. | 23 Whether a person who believes in or advocates the overthrow by force or violence of the Government of the United States or of all forms of law, or who disbelieves in or is opposed to organized government, or who advocates the assassination of public officials, or who advocates or teaches the unlawful destruction of property, or is a member of or affiliated with any organization entertaining and teaching disbelief in or opposition to organized government, or which teaches the unlawful destruction of property, or who advocates or teaches the necessity or propriety of the unlawful assaulting or killing of any officer or officers, either of specific individuals or of officers generally, of the Government of the United States or of any other organized government, because of his official character, or who advocates or teaches the unlawful assaulting or killing of any person on account of his official character, or who advocates or teaches the unlawful damage, injury, or destruction of property, or who advocates or teaches sabotage. | 24 Whether a person who believes in or advocates the overthrow by force or violence of the Government of the United States or of all forms of law, or who disbelieves in or is opposed to organized government, or who advocates the assassination of public officials, or who advocates or teaches the unlawful destruction of property, or is a member of or affiliated with any organization entertaining and teaching disbelief in or opposition to organized government or which teaches the unlawful destruction of property, or who advocates or teaches the necessity or propriety of the unlawful assaulting or killing of any officer or officers, either of specific individuals or of officers generally, of the Government of the United States or of any other organized government, because of his official character, or who advocates or teaches the unlawful assaulting or killing of any person on account of his official character, or who advocates or teaches the unlawful damage, injury, or destruction of property, or who advocates or teaches sabotage. | 25 Whether coming by reason of any offer, solicitation, promise, or agreement to perform labor or service of any kind in the United States. | 26 Whether able to read. | 27 Condition of health, mental and physical. | 28 Deformed or crippled. Nature, length of time, and cause. | 29 Height. Feet. | Inches. | 30 Complexion. | 31 Color of— Hair. | Eyes. | 32 Marks of identification. | 33 Place of birth. Country. | City or town. |
|---|---|---



NEW COMPANY.

J. W. Pickavant and Co., Ltd.—Private company. Capital £10,000. To take over the business of manufacturers and manufacturers' agents to the motor, motor-cycle, and engineering trades, carried on by J. W. Pickavant and Millicent E. Baker at Bradford-street, Birmingham, as "J. W. Pickavant and Co." Directors: J. W. Pickavant, 52, Guernsey-road, Liverpool; Miss M. E. Baker, Park View, Little Green-lanes, Erdington, Birmingham; J. Mindelsohn, 287, Hagley-road, Edgbaston, Birmingham; M. G. Mindelsohn, 3, Queen's Court, Hagley-road, Edgbaston, Birmingham.

Birmingham Daily Gazette June 1921

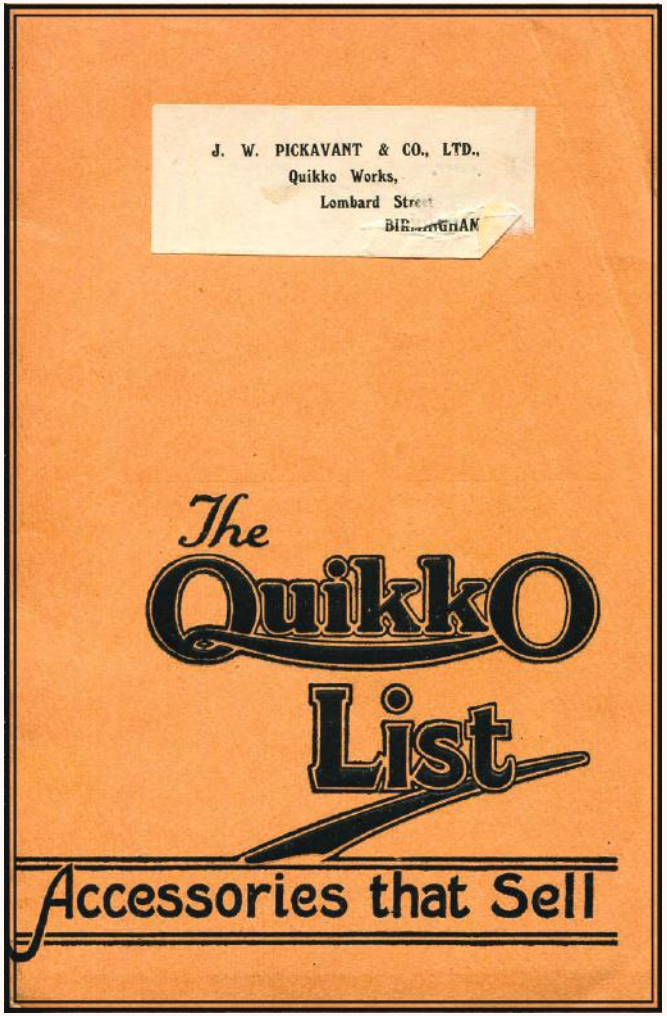
In **June 1921** J W Pickavant & Co Ltd is registered, Capital £10,000.

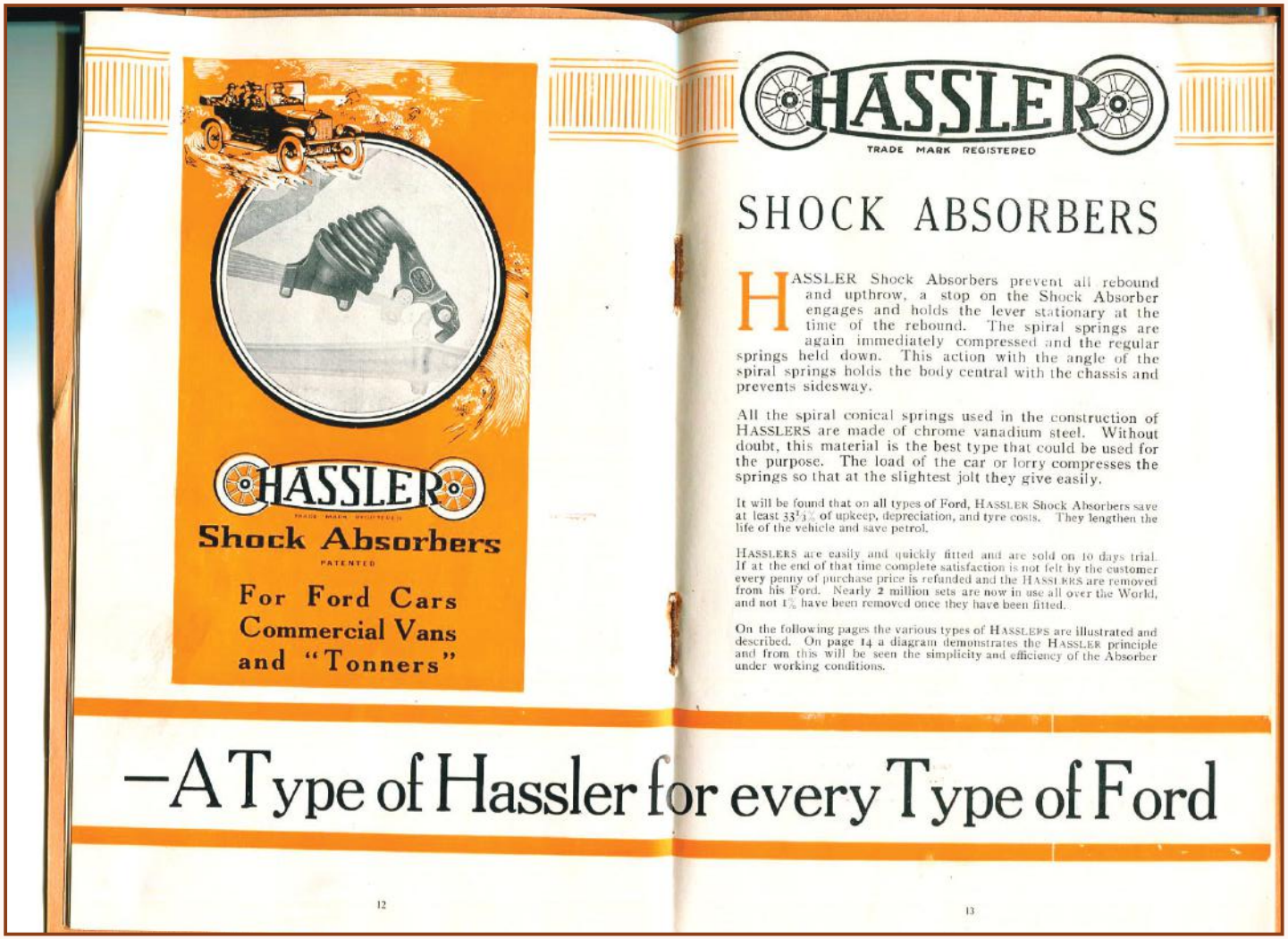
"To ***take over*** the business as ***manufacturers and manufacturers agents'*** to the motor, motor cycle, and engineering trades. *AND* at **Bradford Street**".

"manufacturers" must refer to the manufacturing of metal polish.

"manufacturers' agents" must refer to the County Chemical Co Ltd. also operating from Bradford St.

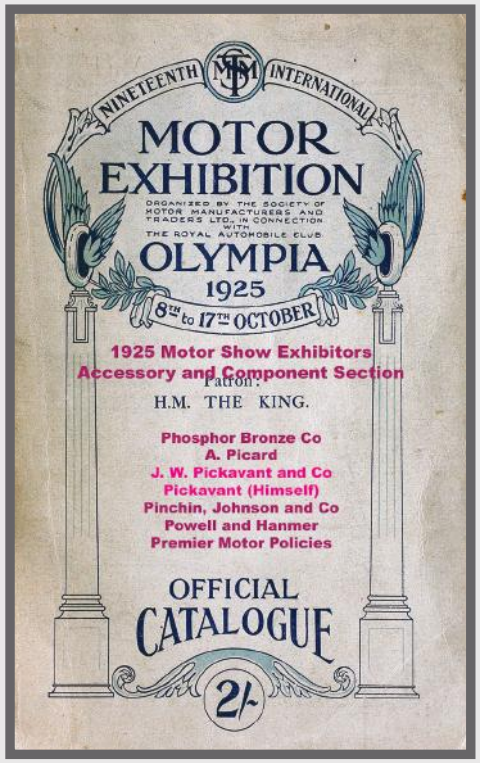
The 4 Directors are : J W Pickavant, Miss M E Baker, Justin Mindelsohn & Marcus Mindelsohn.





Who was John William Pickavant? ("Jack" and self described as "Himself")

On the **26 Apr 1925** JWP arrives in Montreal, Canada and we believe this is a visit made with the intention of re-locating permanently to Canada. The reason for confidence on this is that in 1926-29 we know his venture importing British cars to North America was in full swing plus we have this statement in his 1970 letter to SP. *"but I also brought the first small car to the American Continent in 1925."*



However in **October 1925** Jack Pickavant travels across the Atlantic another time to be an exhibitor at the Olympia Motor Show using the "Himself" name, and is listed as an exhibitor in addition to the J W Pickavant Company Ltd.

At some point in **1925** we believe the Mindelsohns bought out his shareholding but decided to retain the J W P name for the company.

There's another Atlantic crossing in **1928** most likely a business trip associated with his on going relationship with County Chemicals.



Jack Pickavant was clearly a very enterprising (& very mobile) fellow. In his 1970 letter he says this: *"As you probably know, not only did I coin the word Brylcreem, which has been a big success, but I also brought the first small car to the American Continent in 1925." Apparently he became a "super-salesman" in North America for County Chemicals of Birmingham who invented Brylcreem in 1928.*

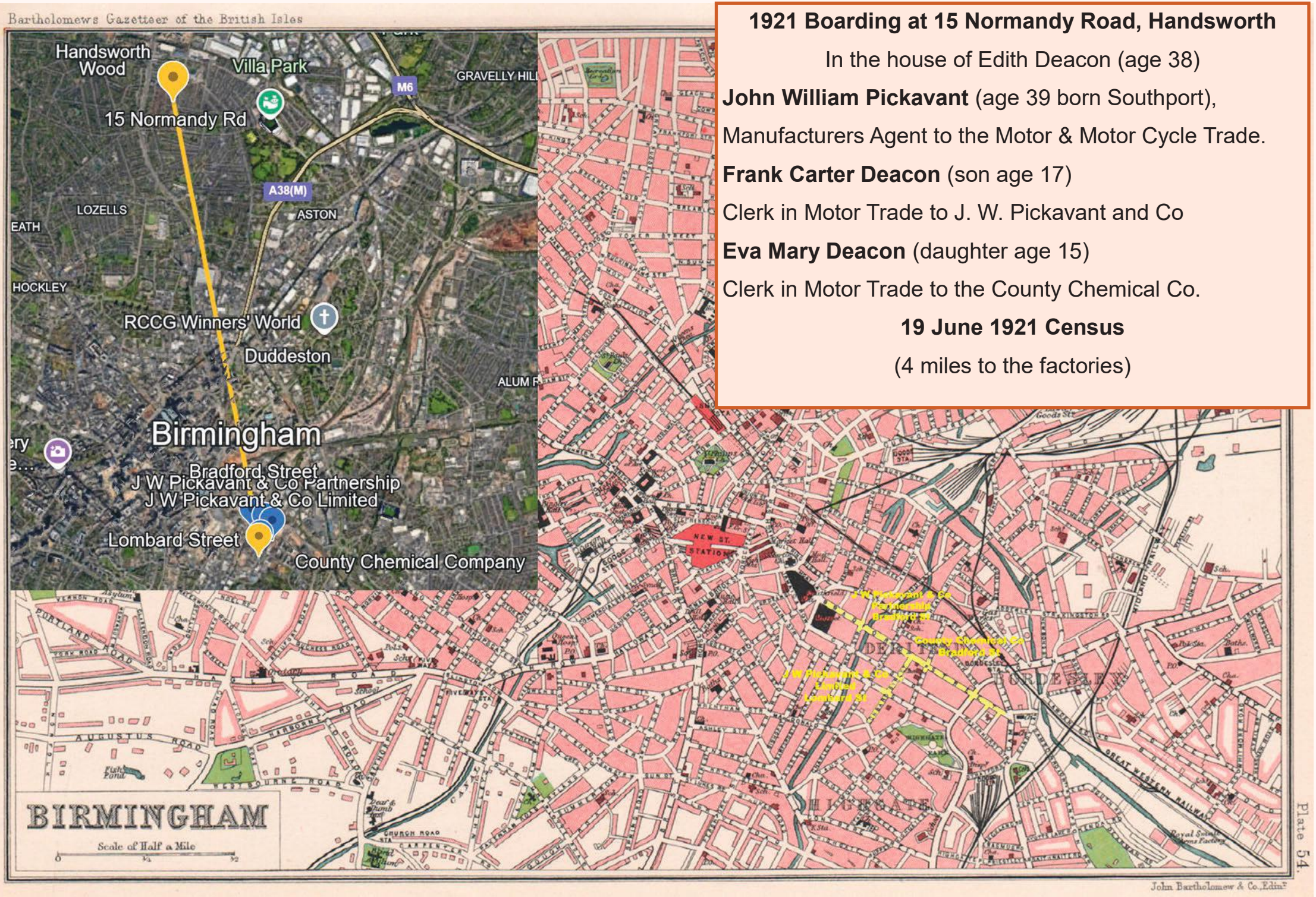
Brylcreem

"A Little Dab'll Do Ya! Brylcreem .You'll look so debonair. Brylcreem The gals'll all pursue ya; they'll love to run their fingers through your hair!".

He also claimed to be the first and sole agent for British Austin & Morris Cars in Canada.

We thought this claim was hyperbole, but we've been able to prove that it's **TRUE!**

Apparently, Jack was a bit of a Lad!



1921 Boarding at 15 Normandy Road, Handsworth

In the house of Edith Deacon (age 38)

John William Pickavant (age 39 born Southport),

Manufacturers Agent to the Motor & Motor Cycle Trade.

Frank Carter Deacon (son age 17)

Clerk in Motor Trade to J. W. Pickavant and Co

Eva Mary Deacon (daughter age 15)

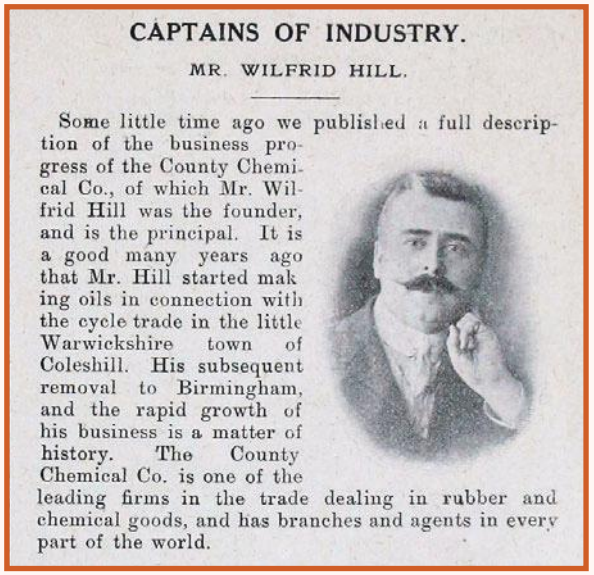
Clerk in Motor Trade to the County Chemical Co.

19 June 1921 Census

(4 miles to the factories)

Who was Wilfrid Hill?

1868—1959



CAPTAINS OF INDUSTRY.

MR. WILFRID HILL.

Some little time ago we published a full description of the business progress of the County Chemical Co., of which Mr. Wilfrid Hill was the founder, and is the principal. It is a good many years ago that Mr. Hill started making oils in connection with the cycle trade in the little Warwickshire town of Coleshill. His subsequent removal to Birmingham, and the rapid growth of his business is a matter of history. The County Chemical Co. is one of the leading firms in the trade dealing in rubber and chemical goods, and has branches and agents in every part of the world.

Wilfrid Hill trained as a Pharmaceutical Chemist and in 1892, when he was just 24, he acquired Sumner's Drug and Dispensing Business, High Street, Coleshill.

From these premises he operated in partnership with Edwin James Prentice, trading as the County Chemical Co.

In 1896 this partnership was dissolved and County Chemical Co Limited was registered.



Hill was a prolific "inventor" with many patents registered. These patents covered vulcanising products for the Bicycle, Motor & Aviation Trades as well as carbide products, lubricants & oils, polishes, Household cleaners, Insulating Tape, and even goods for the War effort like - bullet proof Body Armour, Gas Bombs and Gas Masks.

Bullet proof fabric
~~CA~~ • CA187441A • **Wilfrid Hill** • Joseph Percy Wilkes
Priority 1917-07-23 • Filed 1917-07-23 • Granted 1918-11-12 • Published 1918-11-12

Vulcanizing apparatus applicable to the repair of pneumatic tires
FR • FR391438A • **Wilfrid Hill** • Societe The County Chemical Company Limited
Priority 1907-11-09 • Filed 1908-06-06 • Granted 1908-10-31 • Published 1908-10-31

Improvements in Bullet-proof and like Garments and in Coverings for Horses and ...
~~GB~~ • GB104699A • **Wilfrid Hill** • Wilfrid Hill
Priority 1916-02-10 • Filed 1916-02-10 • Published 1917-03-12
104,699. Hill, W., and Wilks, J. P. Feli. 10, 1916. Armour. - Bullet-proof coverings for human beings, horses, and articles for use in war are made of a number of overlapping flexible sheets a, Fig. 1, attached along their edges to a flexible sheet b. The sheets in one series may overlap laterally ...

Band for preventing punctures in pneumatic tires
~~CA~~ • CA116380A • **Wilfrid Hill** • Joseph Percy Wilks
Priority 1908-01-03 • Filed 1908-01-03 • Granted 1909-02-02 • Published 1909-02-02

Vulcanizing apparatus for carrying out repairs on pneumatic tires
CH • CH45530A • **Wilfrid Hill** • County Chemical Company Limite
Priority 1908-05-27 • Filed 1908-05-27 • Published 1909-11-16

Improvements in the Mode of and Means for Securing Puncture Proof Bands within ...
~~GB~~ • GB190822040A • **Wilfrid Hill** • Wilfrid Hill
Priority 1908-10-19 • Filed 1908-10-19 • Granted 1909-01-28 • Published 1909-01-28
22,040. Hill, W., and Wilks, J. P. Oct. 19. Tyres, pneumatic. Puncture-proof bands A, such as are described in Specification No. 17,563, A.D. 1907, are secured by cementing their frayed edges a<1> to the inside of the covers. The central parts may be left free or may be secured loosely by ...

Improved Manufacture of Footballs, Cricket Balls, and other Balls used in Games
~~GB~~ • GB190411240A • **Wilfrid Hill** • George William Tansley Leeson
Priority 1904-05-16 • Filed 1904-05-16 • Granted 1905-05-16 • Published 1905-05-16
11,240. Leeson, G. W. T., and Hill, W. May 16. Balls. - Waterproof cases for footballs and cricket, tennis, hockey, water polo, and other balls are made of strong fabric impregnated or coated with rubber.

Noxious or like Material for use in Operations of War.
~~GB~~ • GB125589A • **Wilfrid Hill** • Wilfrid Hill
Priority 1915-06-07 • Filed 1916-08-26 • Published 1919-05-01
125,589. Hill, W. Aug. 26, 1916. Powder - discharging weapons. - Relates to materials containing a noxious substance and a light carrying medium such as carbonate of magnesia, as described in the parent Specification, for use in powder-discharging apparatus, and consists in using benzyl chloride ...

An Improved Band for Preventing Punctures in Pneumatic Tyres.
~~GB~~ • GB190717563A • **Wilfrid Hill** • Wilfrid Hill
Priority 1907-08-01 • Filed 1907-08-01 • Granted 1908-01-09 • Published 1908-01-09
17,563. Hill, W., and Willts, J. P. Aug. 1. Woven fabrics. - To produce a finely - woven fabric, yarns of Egyptian cotton are given more than usual twist in the spinning by rotating the spindles of the spinning-mule for a short period during the pause of the carriage at the end of the stretch.

Apparatus for effecting the vulcanizing operations and general repairs in ...
~~US~~ • US1057736A • **Wilfrid Hill** • Wilfrid Hill
Priority 1908-06-06 • Filed 1908-06-06 • Granted 1913-04-01 • Published 1913-04-01
I W. HILL. APPARATUS FOR EFFECTING THE VULCANIZING OPERATIONS AND GENERAL REPAIRS IN CONNECTION WITH TIRES OI MOTOR ROAD VEHICLES AND THE LIKE. APPLICATION FILED JUNE 6, 1908. 1,057,736. Patented Apr. 1, 1913. 2 $HEETS-SHEET I. W. HILL. APPARATUS FOR EPFBGTING THE VULCANIZING OPERATIONS AND ...

Improvements in Cases for containing Patches for the Repair of Pneumatic Tyres.
~~GB~~ • GB107463A • **Wilfrid Hill** • Wilfrid Hill
Priority 1916-08-12 • Filed 1916-08-12 • Published 1917-07-05
107,463. Hill, W. Aug. 12, 1916. Wallets &c.-A case for containing patches for the repair of pneumatic tyres comprises a strip of paper folded along its length at b and gummed together at each end c and at intermediate places d, so as to form pockets e for the reception of individual patches. One ...

Portable device for vulcanizing or repairing tires of automobiles, etc.
~~FR~~ • FR344502A • **Wilfrid Hill** • Wilfrid Hill
Priority 1903-11-13 • Filed 1904-07-01 • Granted 1904-11-07 • Published 1904-11-07

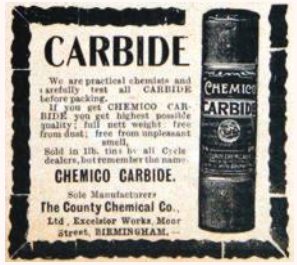
Tape to prevent tire punctures
~~FR~~ • FR385543A • **Wilfrid Hill** • Wilfrid Hill
Priority 1907-08-01 • Filed 1907-12-24 • Granted 1908-05-15 • Published 1908-05-15

Publication	Publication Date	Title
FR560461A	1923-10-05	Polishing or cleaning product
FR704760A	1931-05-26	Cleaning product or utensil
FR535224A	1922-04-11	Polishing product
FR571088A	1924-05-12	Knife cleaning machine
FR557308A	1923-08-07	Polishing device
FR603219A	1926-04-12	Cleaning product
FR573692A	1924-06-27	Cleaning product
FR573043A	1924-06-17	Grain cleaning machine
FR620737A	1927-04-28	Scouring product
FR592363A	1925-08-01	Sterilizer for toothbrushes or other similar small objects
FR557261A	1923-08-06	Toothbrush
FR545815A	1922-10-21	Toothbrush
FR558763A	1923-09-03	Apparatus for cleaning teeth
FR559670A	1923-09-19	Brick cleaning machine
FR545946A	1922-10-24	Machine for spraying coals or other materials
FR553157A	1923-05-15	Duster extension
FR558951A	1923-09-07	Machine for scraping or scraping bottles
FR595180A	1925-09-28	Detachment product
FR558214A	1923-08-23	Nail polishing machine

County Chemical Products 1900's - 1930's



1903



1904



1904



1904



1904



1904



1905



1905



1905



1906



1906



1906



1908



1909



1909



1909



1913





1914



1916



1920



1921



1922



1929



1930

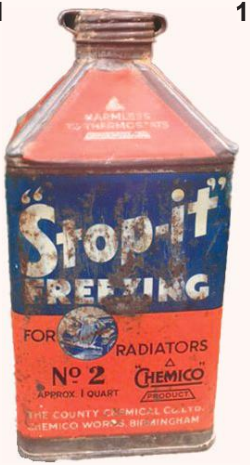


















Who was Millicent “Millie” Emily Baker ?



“Millie” Baker was born in Aston Birmingham in **1882**, and into a modest working class family with her father serving as a foreman for a Steel Toy Manufacturer C. T. Willetts Ltd. William, Eliza, and Millie Baker lived in the Small Heath area of Birmingham and by **1921** the family were still living together with Millie now 39. In **1939** she is recorded as still living with her mother in in Erdington.

Was her decision to stay single and pursue a career in business influenced by the events of World War 1? The Great War changed many lives but we can only speculate.

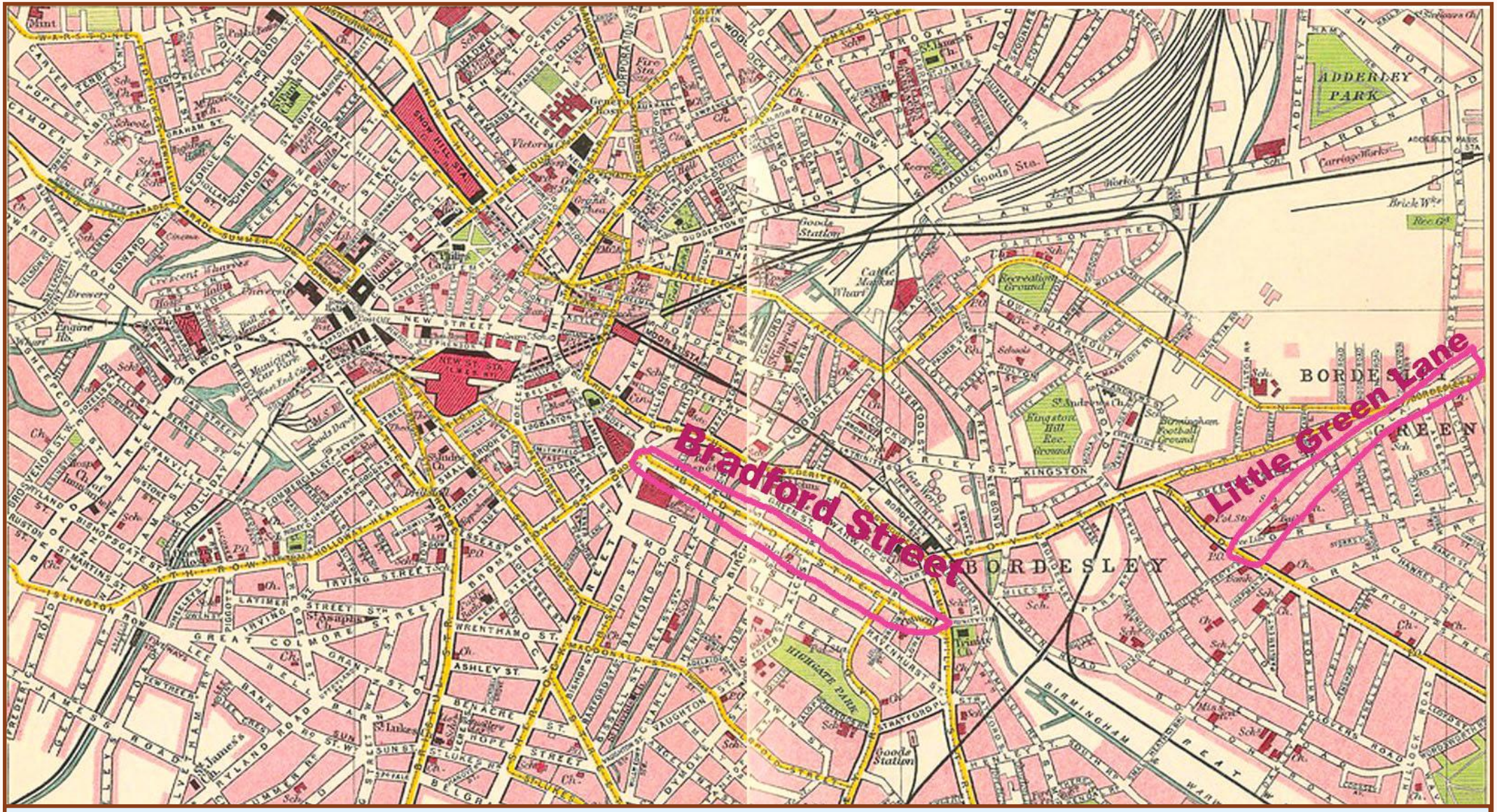
The **1911** Census reveals that Millie was living with her parents and grandmother at an address in “Little Green Lane”. She is also listed as a “Clerk & Manageress” for a Chemical Company. This address is just a short walk from Bradford Street where Wilfrid Hill’s company County Chemicals were based - this can’t be a coincidence!

Almost certainly this is how JWP and Millie were introduced. By **1911** Wilfrid Hill had been in business since the late 1800’s and it’s not unreasonable to speculate that he provided the introduction.

When the J W Pickavant Partnership was first established in late **1918/9** Millie joined this partnership along with Wilfrid Hill. Jack Pickavant was also born in 1882 so both he and Millie were aged 36. At that point Jack’s business experience was somewhat limited and had been interrupted by service during the Great War. On the other hand Millie had clearly accrued enough experience to warrant her joining the partnership in a bookkeeping/ accounts and managerial role. Together, these 3 partners brought together an interesting blend of strengths - JWP with his salesmanship, Millie with her business administration skills, and Wilfred with his product and technical expertise.

Millie had clearly become a “career girl” and she continued in service, now as a Director and Company Secretary, with the formation of JWP Limited in **1921** until her retirement 28 years later in **1949**.

Who was Millicent “Millie” Emily Baker ?



The 1911 Census reveals that Millie was living with her parents and grandmother at an address in “Little Green Lane”. She is also listed as a “Clerk & Manageress” for a Chemical Company.

This address is just a short walk from Bradford Street where Wilfrid Hill’s company County Chemicals were based - this can’t be a coincidence!

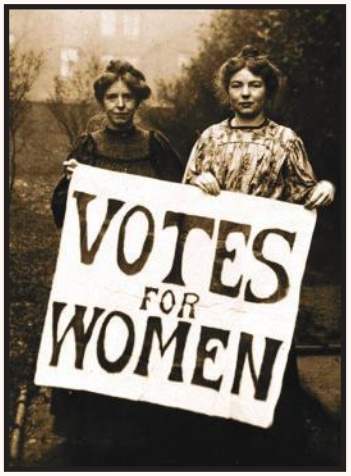
Who was Millicent “Millie” Emily Baker ?

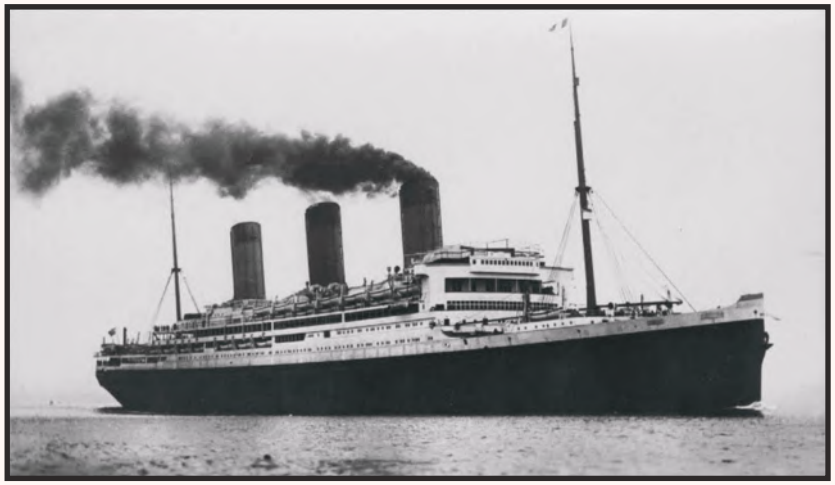
Our research has shown that JWP was a very mobile chap, with multiple visits to America and Canada in the 1920’s and 30’s.

It seems that Millie also liked to travel as she too visited the USA in 1935, travelling home on board the White Star ship RMS Majestic. At that time the Majestic was the largest ship in the World, only to be eclipsed by the newly launched SS Normandie in 1935. The RMS Queen Mary made her maiden voyage for the merged White Star-Cunard line the following year winning the coveted “Blue Riband” trophy that August.

There is some evidence that Millie’s trip may have landed first in Canada to visit her former partner, JWP, who by then was enjoying business success in Canada. We believe she travelled overland from Toronto to New York to see the amazing new Art Deco skyscrapers built in the 1930’s before returning home.







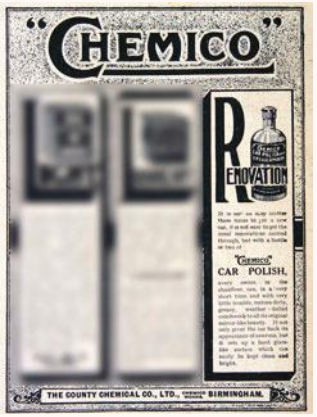
Perhaps the most important fact in Millie’s story is that it took many years of campaigning by the Suffragette Movement before women gained the right to vote in the General Election of December 1918.

Yet there she was, in a top role in a newly emerging industry that was very much “a man’s world”.

She was well ahead of her time, and ……so were her male colleagues !

J W Pickavant & Co

Were these the original products ?







Note the reference to "Try Quikko Metal Polish" on this Chemico Chromium Cleanser.

Publication	Publication Date	Title
FR560461A	1923-10-05	Polishing or cleaning product
FR704760A	1931-05-26	Cleaning product or utensil
FR535224A	1922-04-11	Polishing product

We know that J W P's occupation was "Metal Polish Manufacturer" in 1916 - Imperial War Museum.

We also know his partner Wilfrid Hill was an inventor who registered patents for polishing products in 1922 & 23.

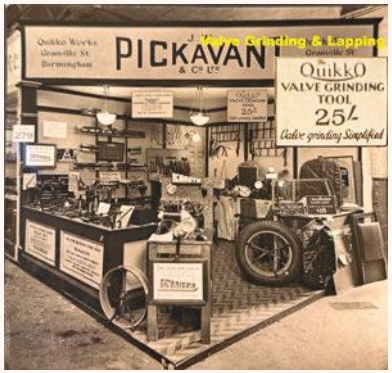
We know that the J W P & Co Partnership and the County Chemical Co were on Bradford St.

When J W P & Co Limited was registered it was in Lombard St which has a T junction with Bradford St and their premises were called **"QUIKKO WORKS".** This brand would be used on many products. Was the Quikko name invented by Jack Pickavant? He was good coming up with names.

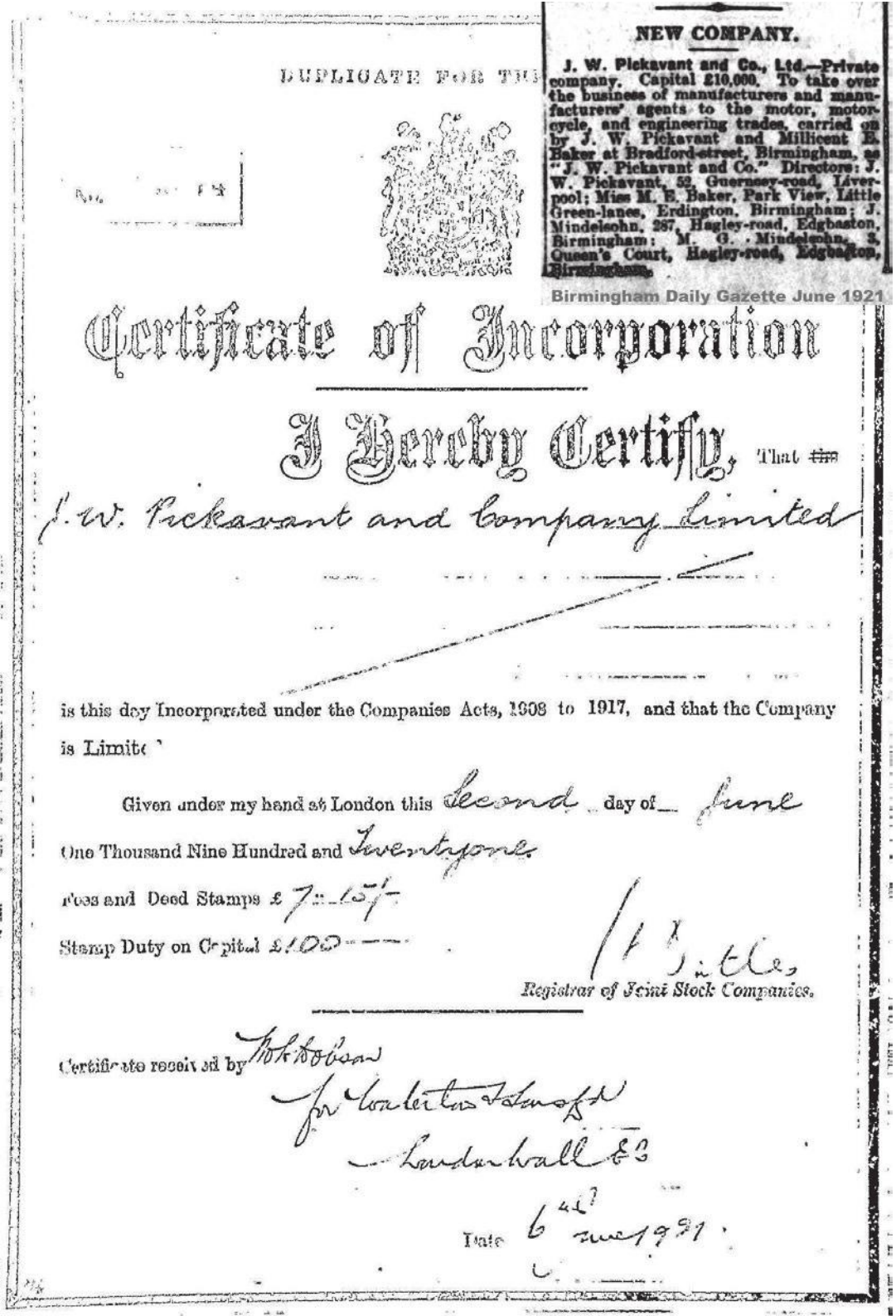
The earliest tools in the J W Pickavant range were **"Valve Grinders"**, or as they were later called **"Valve Lappers".** These tools are used in conjunction with an abrasive paste - made by, County Chemicals under their Chemico brand name. Early catalogue entries and the 1926 Motor Show photo establish the early origins of these products.











DUPLICATE FOR THE

NEW COMPANY.

J. W. Pickavant and Co., Ltd.—Private company. Capital £10,000. To take over the business of manufacturers and manufacturers' agents to the motor, motor-cycle, and engineering trades, carried on by J. W. Pickavant and Millicent E. Baker at Bradford-street, Birmingham, as "J. W. Pickavant and Co." Directors: J. W. Pickavant, 52, Guernsey-road, Liverpool; Miss M. E. Baker, Park View, Little Green-lanes, Erdington, Birmingham; J. Mindelsohn, 287, Hagley-road, Edgbaston, Birmingham; M. G. Mindelsohn, 3, Queen's Court, Hagley-road, Edgbaston, Birmingham.

Birmingham Daily Gazette June 1921

Certificate of Incorporation

I Hereby Certify, That the

J. W. Pickavant and company limited

is this day Incorporated under the Companies Acts, 1908 to 1917, and that the Company is Limited

Given under my hand at London this second day of June One Thousand Nine Hundred and Twenty one.

Fees and Deed Stamps £ 7 : 15 /-

Stamp Duty on Capital £100 — —

Registrar of Joint Stock Companies.

Certificate received by Tolkien & Tolkien

for Masterton & Son

Landenhall EC

Date 6th June 1921.

The formation of J W Pickavant & Company Limited

In the company mythology it has never been clear just exactly how the Mindelsohn's and Jack Pickavant first came together, and why they chose to use "Pickavant" in naming the company.

A further puzzle was that in Jack Pickavant's letter in 1970 (see Library) he says that he started the business in 1918/19, shortly after his war service in the Royal Flying Corps.

This Birmingham Daily Gazette clipping from 1921 solves the puzzle:

New Company

J W Pickavant and Co Ltd - Private company. Capital £10,000.

To take over the business *of manufactures and manufacturers' agents to the motor, motor cycle, and engineering trades carried on by*

J.W.Pickavant and Millicent E Baker at Bradford street Birmingham, as "J.W.Pickavant & Co".

Directors J.W.Pickavant, 52 Guernsey road Liverpool: Miss M.E.Baker, Park View, Little Green lanes, Erdington, Birmingham: J Mindelsohn, 287 Hagley road, Edgebaston, Birmingham: M G Mindelsohn, 3 Queen's Court, Hagley Road, Edgebaston, Birmingham.

So now we know. It was a take over of a pre existing business.

Without doubt the business needed finance which the wealthy Mindelsohn family could provide.

For unknown reasons it took only a few years before they parted ways and Jack Pickavant sailed off to Canada to start importing Morris cars - 1925/6.

See his story for more information.

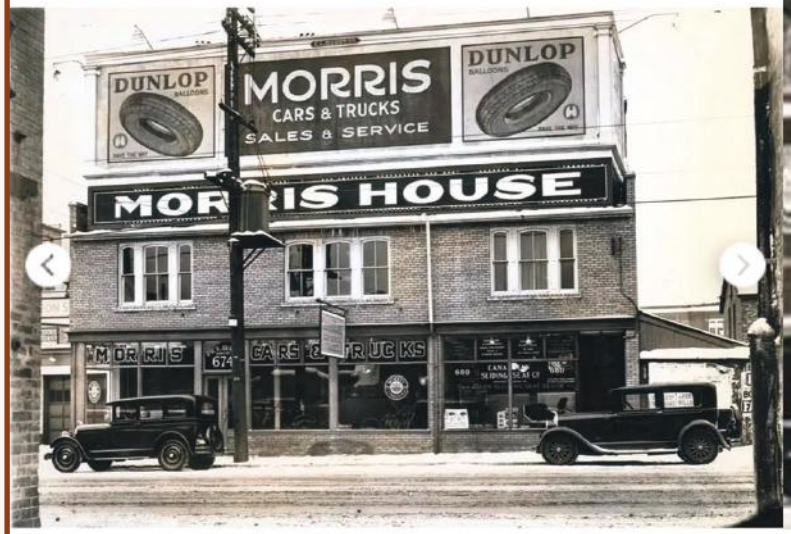
Jack Pickavant Failure and Success in Canada

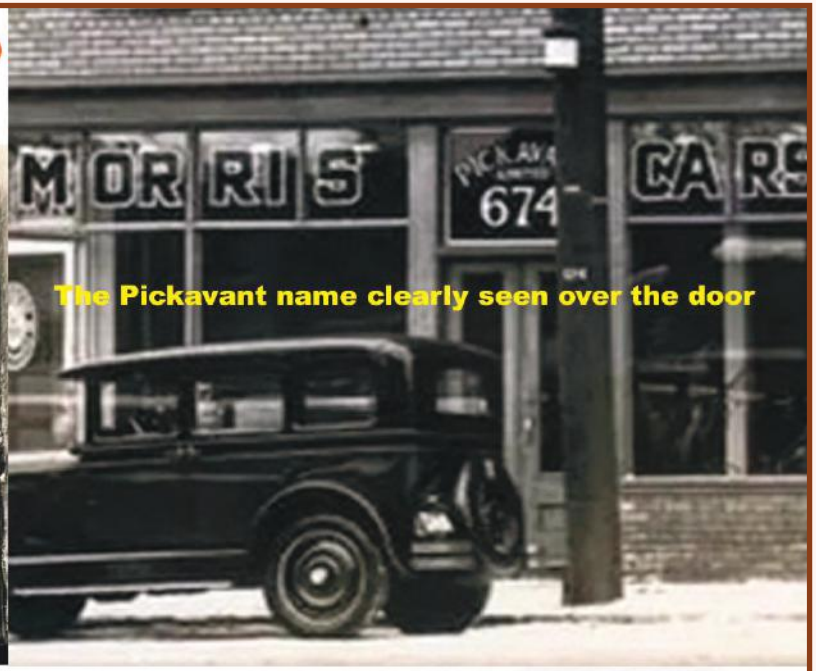
JWP's claim to have been the first importer of British cars to North America seemed a bit far fetched…….

Until we found the evidence in this photo & validated by Trade Directory entries for 1927 & 1928.

However the venture didn't last long and he lost $100,000. Fortunately his County Chemicals products, including Brylcreem, plus other businesses, proved much more successful !

The J W Pickavant Morris Dealership
Toronto Canada circa 1926





Vintage Toronto
28 Oct 2021 ·
Timeline photos

Morris House, Morris Cars and Trucks 674-680 Bay Street - Item is a photograph of a rooftop billboard and an electric sign atop a building housing the J.W. Pickavant Morris motor cars dealership and the Canada Sliding Seat Company [between 1920 and 1926]

Evelyn Stinson and 78 others



The 2 cars outside Morris House look like Morris Oxfords circa 1926

On the left a saloon with 3 windows
On the right a Cabriolet with 2 windows

road
—W J Ltd, Wm J Pickard pres, Wm Pickard vice-pres, Percy C Blackmore sec, storage 369-371 Church
Pickavant J W (Morris Motors) h 14, 94 Homewood av
Pickell Ethel M clk Isabella Hotel h 7, 341 Sherbourne
Pickeman Robt emp Willys-Overland h 310

—Wm H h 189 Lansdowne av
—Wm J h 264 Simcoe
—Wm K dir J W Pickavant Ltd h 205 Rosedale Heights dr
—Wm L clk Wrinch McLaren Ltd bds 631 Coxwell av
—Wm R emp Eatons bds 176 Jarvis

Church ELgin 2467-68
Pickavant John W pres J W Pickavant Ltd h 29 Glebe rd e
—J W Ltd John W Pickavant pres W K MacKenzie mgr auto dirs 674 Bay ADel 2305
Pickell Ethel M clk Isabella Hotel h 7, 341 Sherbourne

—Mervyn emp Eatons lvs 6 Auburn av
—Michl wtchmn Grand & Toy h 146 Huron
—Morris ladies tlr 1047 Bloor w h same
—Motors J W Pickavant auto dirs 674 Bay
—Muriel stenog lvs 93A Balmoral av
—Muriel stenog W H Gossard Corset Co bds 30 Wychwood av

By 1930 his Trade Directory listings have vanished.

Following the 1929 Wall St crash the World was heading into the Great Depression.

J. W. PICKAVANT

FOUNTAIN COURT

EGLINTON AVENUE EAST, SCARBOROUGH, ONTARIO — TELEPHONE 751-5081 — CABLES AND TELEGRAMS: "HIMSELF", TORONTO, ONTARIO

Dec. 10, 1970.

J. W. Pickavant & Company Limited,
Whitmore Street,
Hockley,
Birmingham, England.

Gentlemen:

No doubt you will be surprised to receive this letter from the person who founded J. W. Pickavant & Company Limited, in the years between 1918 or 1919. I just forget the exact date.

I took the late Wilfrid Hill into partnership, while at the same time I was Sales Manager of the County Chemical Company.

My wife had a school girl friend - a Miss Crabtree of Southport who married a gentlemen from St. Annes-on-Sea, who was at that time in the ladies bag department of Boots, the cash chemists. I asked him to join me which he did, and became a very successful salesmen. However, he left Pickavant & Company Limited, to commence business for himself under the name of J. Sykes & Sons, he has since past away. I received a letter the other day and was informed me that he had seen a van with lettering on the side of same which read: Pickavant & Sykes, so I am assuming that you have absorbed the business of Sykes. I would like to know if I am correct.

I am now in my 89th year, and have been very successful in my business enterprises in this Country, and prior to the loss of my eye sight was on the dictorate of many companies but unfortunately, I had glaucoma some ten years ago. Three years ago I lost my dear wife to whom I had been married sixty years.

I have a young man in this country, very energetic and a good salesman, whose name is John Maltby, who comes from Nottingham, England.

As you probably know not only did I coin the word Brylcreen, which hasbeen a big success, but I brought the first small car to the American continent in 1925. At that time people laughed at the small car, but now the big three, General Motors, Chrysler and Ford are all bringing out what they call in this country "the compact car." At the present time I am informed one of every three cars are small cars either Volkswagen, Japanese cars or European, and a certain number of English cars, but unfortunately, English cars have not the best of reputation owing to the fact that they do not give the service in spare parts, which was my experience during the periods I was selling English cars in this country.

I would like you to forward to me two or three of your latest catalogues together with your latest wholesale prices, and it is possible I might be interested in financing Mr. Maltby.

I enclose you herewith a small cutting out of one of our trade papers. I look forward with great interest to receiving an answer to my letter.

So far as I know sadly to relate, Millie Baker, Justin Marcus and Joanus, have all past away.

It is possible if my health permits I may fly over to England next summer to visit my sister in Nottingham, and would most certainly call to see you.

With personal regards and success to your company of which I was the founder.

Yours very sincerely,

J. W. Pickavant

JWP:NM
ENC,

The Brylcreem story

"The Brylcreem Boys" popular name for RAF aircrew in WW2

Brylcreem was first introduced in 1928 in Birmingham, England, by a small company called County Chemicals. At a time when men's grooming options were largely limited to heavy pomades and oil-based formulas, Brylcreem brought something refreshingly modern: a light-in-texture cream made with a water-and-oil emulsion. Its original formula included water, mineral oil, beeswax, and lanolin — creating a soft, creamy product that held hair in place without hardening or flaking. The product was quickly adopted by British barbers and gentlemen who wanted a well-groomed, shiny finish without the greasy buildup. The name "Brylcreem" is a blend of "brilliantine" and "cream" — accurately capturing its hybrid nature. The brand's early identity revolved around sophistication and simplicity. A single dab could create a clean, sharp look.



From a usability standpoint, Brylcreem's ease of application was revolutionary. Just a fingertip's worth, rubbed between the palms and distributed through towel-dried hair, offered all-day shine and moderate hold. For best results, it was suggested to style immediately after application using a fine-tooth comb.

By the late 1930s and throughout the 1940s, Brylcreem evolved from a local grooming cream to a household name across the UK and beyond. Its popularity surged among military servicemen, ***especially Royal Air Force pilots, who were nicknamed "Brylcreem Boys" for their neat, slicked hairstyles. This nickname, once used mockingly, eventually became a badge of pride — a sign of masculine style and precision.***

The brand's advertising played a crucial role. One of the most memorable slogans of the era, ***"A Little Dab'll Do Ya,"*** wasn't just catchy — it reflected how little product was needed for full effect. A pea-sized amount could transform even unruly hair into a sculpted style. The cream's balanced composition, especially its mix of water and oils, made it highly spreadable and suitable for all hair types.

During this period, Brylcreem came in a glass jar, and applying it became part of a ritual. Barbers would warm a dab between their fingers, distribute it evenly from roots to ends, and finish the style with a fine comb. This ritual is still respected by traditional barbers who specialize in vintage styles like side parts, pompadours, and the executive contour.

From a company perspective, the golden age was marked by rapid growth. Brylcreem expanded internationally and was acquired by Beecham Group (later part of GlaxoSmithKline). This acquisition allowed the brand to scale manufacturing while keeping the original formula largely intact — something rare in today's fast-changing cosmetic industry. The British pharmaceutical company Beecham was the long-time owner of Brylcreem. In 1993, Sara Lee acquired the brand, and in 2012, the global rights were transferred to Unilever.

Today, Brylcreem is sold worldwide — in the U.S. by Combe Incorporated, across Europe by Unilever, and in India by Hindustan Unilever (HUL).

The brand has remained relevant through both ownership changes and clever repositioning



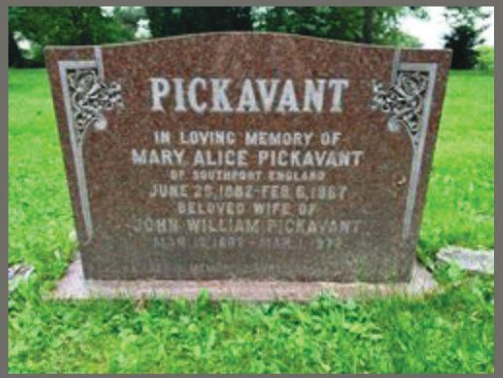


Photo added by R. Wieser

John William Pickavant

BIRTH 17 Mar 1882
Ormskirk, West Lancashire District, Lancashire, England

DEATH 1 Mar 1972 (aged 89)

BURIAL Pine Hills Cemetery
Scarborough, Toronto Municipality, Ontario, Canada *Show Map*

MEMORIAL ID 259204378 · View Source

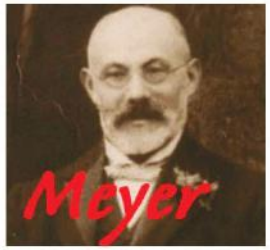
Mindelsohns, Gordons, Business, & Birmingham

Brother: Jonas **Sister**: Ethel

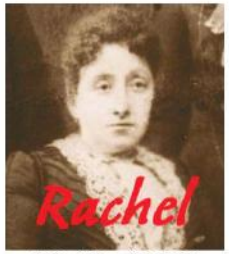
Born in Poland, arriving UK 1870's?

Warwickshire Furnishing Company

Branches in Birmingham, Manchester, Bolton, Leeds & Hull,



1842-1926



1842-1926

Daughter of Jonas Gordon

Gordon & Co Furniture Manufacturer and later Automotive Coachbuilder.

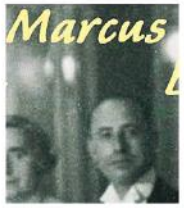
"Gordon" sold bodies sold to Austin

J W P sold Gordon Bodies



1874 1939

First
MD
J W P



1885 1955

Director
J W P

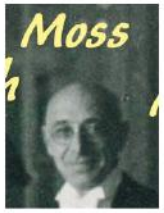


1928-2014

1954
Director
J W P
1968 MD SP
later
Group Chairman



1878 1946



18?? 19??



1886 1938











MENDEL G. MINDELSOHN (Birmingham). 67, was Chairman of the House Committee of the Queen Elizabeth Hospital, and had served on several committees of the Queen's Hospital for many years. In Freemasonry, he was a Past Master of St. Paul's Lodge. and P.G.D. of Grand Lodge. "V.G.S." writes, in a tribute: "The Jewish community of Birmingham has lost, in the sudden passing of Mendel Mindelsohn. a most valued supporter and friend. His philanthropy was outstanding, and it is for his constant willingness to support many causes, Jewish and Christian, that he has made the name of Mindelsohn synonymous here with kindliness and charity. . But it was in his work for the Birmingham hospitals that he outshone his fellow-citizens

MENDEL married **ESTER** They had a son, **KEITH** who married **JOAN**

Keith owned a chain of corner shops called Wrenson's and between them Keith and Joan started the Keith and Joan Mindelsohn Charitable Trust A Birmingham widow who lived her last years as a virtual recluse has left £3 million to charity.

The remarkable legacy is the last act of Mrs Joan Mindelsohn who spent a lifetime in service to the city.

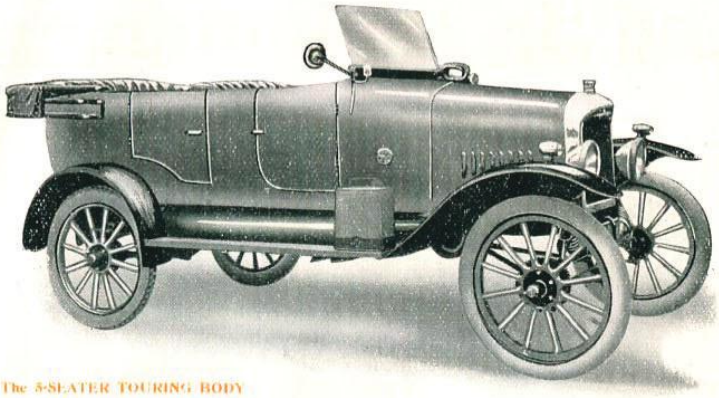
Out of an estate valued at £4.7 million Mrs Mindelsohn has set aside £1 million to create a trust fund in her name to help generations of the city's needy and Birmingham societies connected to the arts and education.

She has also given £2 million to the Friends of the Queen Elizabeth Hospital, the Royal National Lifeboat Institution, the Birmingham Jewish Welfare Board and a local masonic group – each receiving £500,000.

Mrs Mindelsohn died childless in March 1998, aged 86.

In its heyday, Wrensons – with its slogan "the best bacon in Birmingham" – had more than 250 shops across the city.

Mrs Mindelsohn also helped the Jewish community donating thousands to help build nearly 30 sheltered homes in Rake Way, Birmingham, and construct Andrew Cohen House, a home for nearly 60 elderly people in Stirchley.



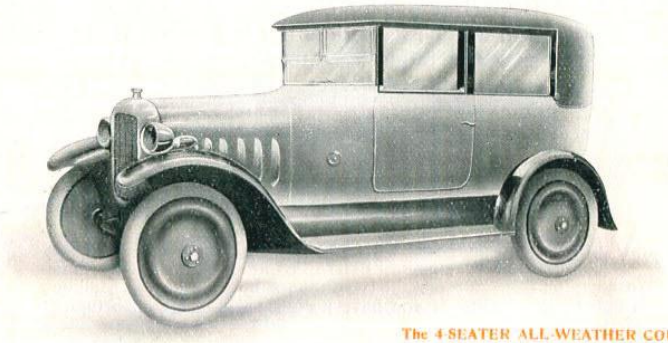
The 5-SEATER TOURING BODY



The 5-SEATER WITH CAPT. BLAKEMORE'S CURTAINS IN POSITION

GORDON BODIES for Ford Chevrolet and Overland Cars:—

	RETAIL	TRADE
Two-seater Car ...	£129-10-0	£108- 0-0
Five-seater, ditto	£170-10-0	£142- 0-0
Coupe, ditto	~~£198-10-0~~ £188	~~£165-10-0~~ £155
Landaulette, ditto	£248- 0-0	£206-10-0
All-Weather, ditto	~~£330- 0-0~~ £288.	~~£275- 0-0~~ £240



The 4-SEATER ALL-WEATHER COUPÉ

QuikkO

Gordon Bodies

GORDON Bodies are applicable for use on Overland, Ford, and Chevrolet Chassis. Every refinement for comfort and efficiency known to the modern coach builder is incorporated in these bodies which are produced throughout by hand-craft.

Best wood-work, real hide, and finest paints procurable are incorporated in GORDON handiwork.

The following five types of body are standardised and delivery can be made of any of these within 10 days from receipt of order and chassis:—

2-SEATER OPEN BODY.
2-SEATER ALL-WEATHER COUPE.
5-SEATER TOURING BODY.
4-SEATER ALL-WEATHER COUPE.
LANDAULETTE.

Fullest specifications will gladly be sent upon application together with colour charts, prices, and details of all available accessories and extras.

For the Touring Car, Capt. Blakemore curtains are specially recommended. They are illustrated on the opposite page and show how an ordinary touring car may be converted in the space of a few moments into an all-weather machine. The curtains act in just the same way as a door in the usual type of closed coach work.

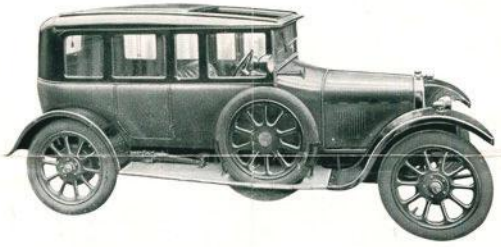
Some idea of the splendid lines and refined contour of GORDON Coach-work may be gauged from these illustrations—but send for complete specification.

SALOONOOD

PATENT PATENT

SUNSHINE OPENING ROOF for the NEW FORD.

The enormous popularity of **Opening Roofs** on various makes of Saloon Cars prove conclusively to **Ford Agents** the necessity of catering for the **Ford Owner.** The illustration below clearly indicates that the Ford Saloon can be converted to meet this demand.



THE "SALOONOOD" PATENT SUNSHINE OPENING ROOF is extremely simple in operation and is guaranteed weatherproof under all conditions. It can be opened to any intermediate position between the fully open or closed position, and is operated from the driver's seat. Fittings Nickel Plated and Black. Interior finish to match existing headlining. Outer fabric to match roof.

PRICE complete fitted to Ford Saloons £19 10 0

NOTE.—Or supplied as a complete unit for the Ford Saloon, ready for Coachbuilder or Agent to drop into roof - - - - - £15 0 0

IMPORTANT.—THE SALOONOOD CAN BE FITTED TO ANY MAKE SALOON.

For Cars up to 12 h.p. £17 17 0 fitted. Over 12 h.p. £19 10 0 fitted.

When ordering for the Ford Car, state if for Fordor or Tudor Saloon.

Telephone: Midland 3063 **PICKAVANT** J.W. & Co. Ltd. Telegrams: "Quikko," Birmingham

QUIKKO WORKS, GRANVILLE ST., BIRMINGHAM

DODGE

AGENTS should make their goal Stand **190** White City.

Here we shall be showing a 4-door saloon landaulette, 4 to 5-seater, body mounted upon a standard 17/24 h.p. Dodge chassis, complete with four doors, painted in saxe blue, trimmed Bedford cord with nickel fittings, for you to sell complete at £475. There is nothing to touch this in the trade. You MUST see it.

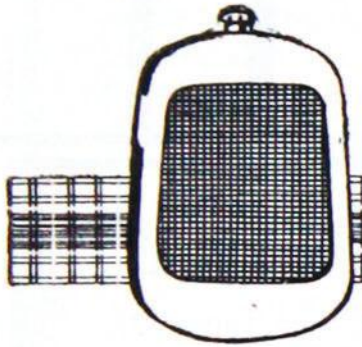
Dodge cars will be easier to sell if you mount Gordon bodies.

Ford and Chevrolet agents should see other bodies we have on view.

GORDON & COMPANY,

Builders of Better Bodies,

Taunton Road, Sparkbrook, BIRMINGHAM.



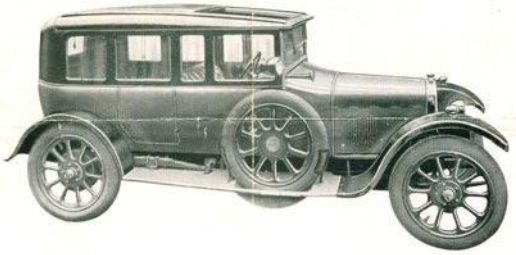
GORDON

Selling Agents:—J.W. Pickavant & Co., Ltd. Lombard Street, Birmingham.

"SALOONOOD" SUNSHINE OPENING ROOF for any make of SALOON.

PATENT

The **Saloonood Patent Opening Roof** can be fitted to any make of **Saloon** and gives practically 50% roof opening. It is guaranteed weather-proof under all conditions. Easily operated and can be opened to any intermediate position between the open or closed position. It is operated from the driver's seat. Fittings Nickel Plated and Black. Interior finished to match existing lining. Outer fabric exact to match existing roof.



PRICES.

For Cars up to and including 12 H.P. £17 17 0 fitted
For Cars 12 H.P. and over - - £19 10 0 „

COACHBUILDERS.

We can supply **Saloonood Metal Fittings** ready for carrying out Conversion £4 per set less usual trade discount.

Please write for Blue Print and details giving instructions for fitting.

Telephone: Midland 3063. **PICKAVANT** J.W. & Co. Ltd. Telegrams: "Quikko" Birmingham.

QUIKKO WORKS, GRANVILLE ST., BIRMINGHAM.







Austin 18
Gordon Landaulet



Austin Gordon
Pixie



Austin 18
Gordon Royal
Limousine


The Mindelsohn Family
Pearl
Rose
Leah
Mendel
1878-1946
Moses ("Moss")
Rachel
Justin
1874-1939
Meyer
1842-1926
Hellena
(Nellie)
Tressie
Marcus
1885-1955
Miriam
Harry
Believed very late Victorian era


The Mindelsohn Family
Justin
Adelaide
Harry
Marcus
Leah
Moss
Miriam
Pearl
Mendel
Rose
Tressie
Nellie
Essie
Believed 20 years later circa 1920
approx same time as foundation of J W Pickavant


MINDELSOHN WAY

MENDEL G. MINDELSOHN

Died age 67

Was Chairman of the House Committee of the Queen Elizabeth Hospital, and had

served on several committees of the Queen's Hospital for many years.

In Freemasonry, he was a Past Master of St. Paul's Lodge. and

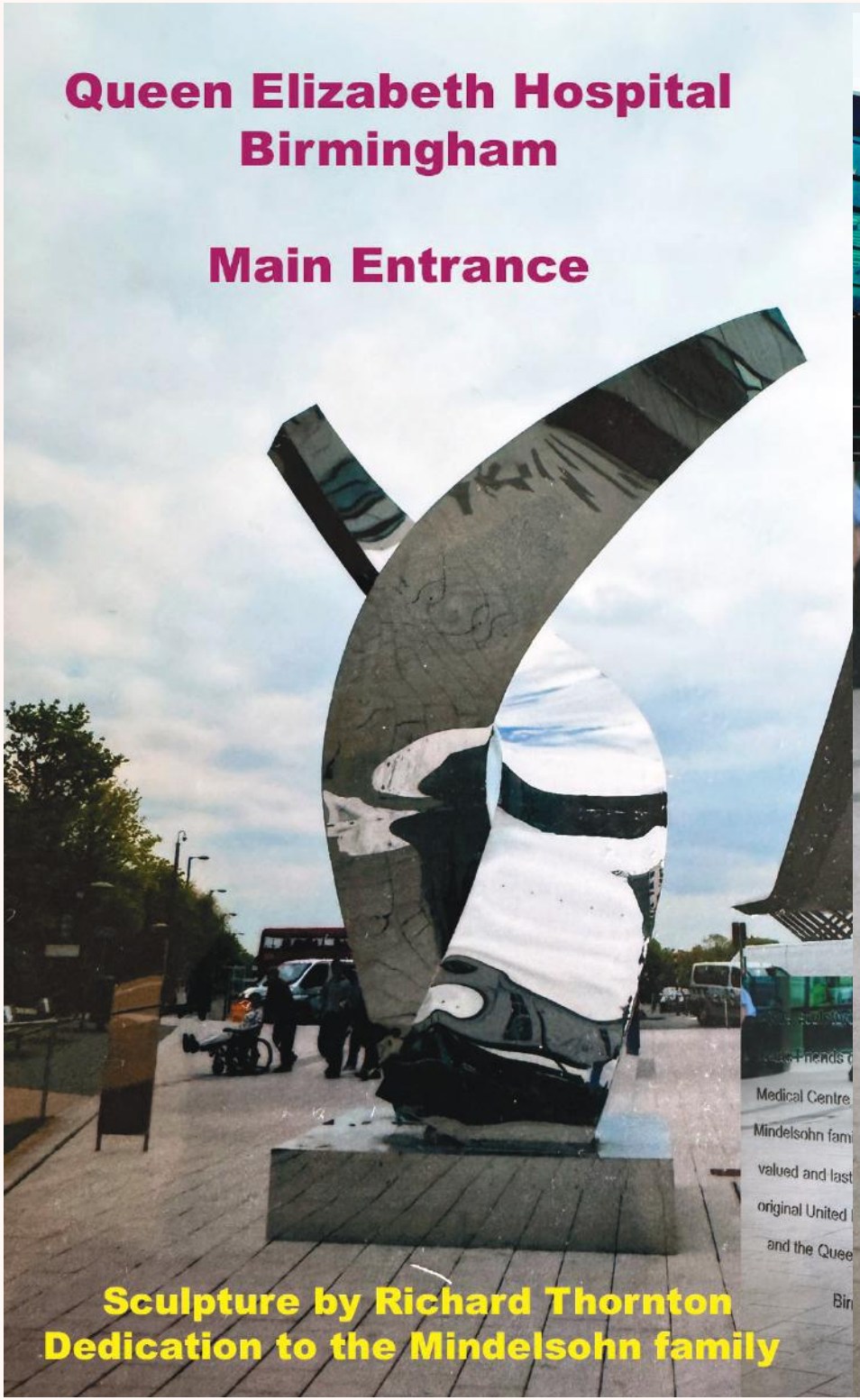
P.G.D. of Grand Lodge.

"The Jewish community of Birmingham has lost, in the sudden passing of Mendel

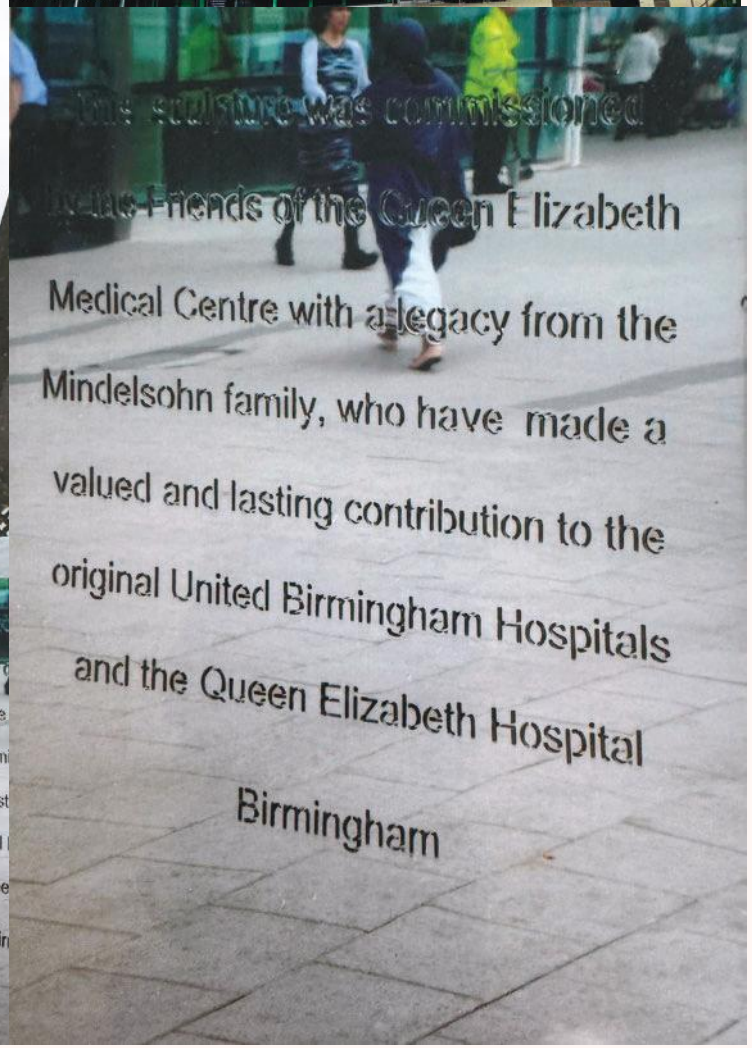
Mindelsohn. a most valued supporter and friend. His philanthropy was outstanding, and it is for his constant willingness to support

many causes, Jewish and Christian, that he has made the name of Mindelsohn synonymous here with kindliness and charity. . But it

was in his work for the Birmingham hospitals that he outshone his fellow-citizens







Eulogy to Paul C Mindelsohn

By colleague and friend Jack Webster

2014

Eulogy to Paul C Mindelsohn by colleague & friend Jack Webster 2014

My name is Jack Webster. I have known Paul as a working colleague and friend for 57 years. Because of this special long term relationship I feel able to recall some of the highlights of his career and the effect he had on those who worked around him.

The basis of any worthwhile tribute has to be founded on historical facts - so I have to start with a brief summary of where the company came from and how he spent the major part of his working life in what was a fairly modest family business which eventually grew into a publicly listed company.

It all started in Birmingham when two brothers, Marcus & Justin Mindelsohn, had contact with the motor trade, by supplying the Austin Motor Company with timber frames & wood panel coachwork from their family furniture business. Early in 1921 their activities brought them into contact with a Lancastrian named Jack Pickavant. He had what today we would call - an entrepreneurial spirit - so it was decided between them that they should form a company to market motor accessories, spare parts and tools. Two years later Jack left and emigrated to Canada to pursue other interests but the die was cast and J W Pickavant & Co Ltd was set to expand.

In the process of this development the company took on board a Sales Manager who lived at St Annes on Sea. His name was Joe Sykes. Eventually, in 1931 Joe left to start his own business in the North – J F Sykes(St Annes) Ltd. At that point I'm sure there was no thought that the wheel would turn a complete full circle thirtyeight years later.

The post war years saw a second generation emerging and following a period of National Service, Paul joined his father and cousin in the business. Eventually in 1954 he was made a director and then suddenly a year later he suffered the death of his father Marcus and his cousin Jonas. Unexpectedly he was left in sole command and the story I have heard is that the family thought seriously of selling the business but somehow Paul managed to persuade them otherwise – as they say "the rest is history".

In 1957 I responded to an advertisement in the Birmingham Mail. A local manufacturing company supplying special service tools to the motor trade sought to appoint a junior sales representative to be responsible for the Midlands area. At that time I was 26 years old and following two years National Service was now working in the service department at The Austin Motor Co., Longbridge.

I was invited for an interview at the Bow Street offices of J W Pickavant and to this day I can still clearly see this young man wearing a brown smock coat, sitting behind a large imposing desk. Because he didn't instantly tell me who he was, my first thought was that this was somebody in a junior management role who had been given the job of weeding out the applicants in readiness for the boss to make the final selection. The second interview, a week later, left me in no doubt that I was in fact speaking with the twentynine year old Managing Director --- the BOSS. Or as I subsequently & quickly learned - "Mr Paul". I was offered the job with a starting 'salary' of £11 per week plus a company car in the form of a secondhand Austin A30 van ! Believe me I couldn't have been more pleased.

Paul had started to gather a small management team around him and had already taken on board Les Green & his able assistant Betty O'Donavon, who were responsible for stock control and buying. Les's contact with Paul resulted from a joint interest in the Boys Brigade linked to St Martin's in the Bull Ring, where Paul held office as brigade President. Fred Newport who was an active member of the brigade also found employment at JWP via the same route. I mention these two names now as they have significance later on.

(2)

My time 'on the road' was sufficient for me to fully understand how the company distributed its products & how important it was to build relationships with our many stockists. Because I lived locally I was a frequent visitor at the Bow Street office so prior to the annual Motor Show I always got involved with the preparation of exhibits. It was a hands on operation and probably due to this that Paul asked me to become part of the head office team and be responsible for sales administration. I could see that this was a move to relieve him of a growing burden but also one that gave me much experience of how the business was run from the inside.

I shared heavily in the creative side with such things as the product range catalogue – which was an annual publication. It was a scissors & glue affair – no computer graphics in those days! Paul & I used to retreat to his bachelor flat in Westfield Road where we could press on with this task undisturbed. On occasions his dear mother would cook a roast beef supper which she served to us in her flat below. Then afterwards we carried on til late into the night.

I've previously mentioned the Motor Show – the one that used to be at Earls Court. It was of course the highlight of the selling year. A time when all members of the sales force gathered together & a time which Paul really enjoyed. Ten long days all working together in the atmosphere of Earls Court – you needed a strong constitution and a comfortable pair of shoes. However, towards the end of each show Paul did compensate us by taking the entire team out for a great fun evening with good food, music & plenty to drink. Yes – a number of sore heads next day, but many happy memories.

By the mid fifties the Pickavant and Sykes companies were beginning to develop a closer relationship. This gave both Managing Directors (Paul & Peter Sykes) the confidence to see that a 50/50 merge was in the best long term interests of both businesses. In 1969 this is what happened with Paul & Peter becoming Joint Managing Directors of the new company. From their personal point of view this was a good arrangement as Peter preferred a role which was heavily biased on company administration & internal operation, whilst Paul was happier getting out & about in a selling environment.

The negative side of this company merge was that the Birmingham operation would have to close down with everything moving to St Annes where ample space for property expansion existed. Les Green and myself became directors of the new company joining with Fraser Butterworth and Peter Hill from Sykes, to form the new Board of six. Fred Newport from Pickavant accepted an internal sales role in Sykes-Pickavant Ltd and eventually moved north.

I said that there was a negative side to the change because we had to create an unemployment situation in Birmingham. Making loyal staff redundant was not a happy experience and whilst Paul didn't dwell on the subject I know how much it hurt him.

Tragedy was to strike in 1978 when Peter Sykes & his wife were both killed as a result of a car accident. Once again Paul was thrust into a position of being ultimately responsible for the company and therefore took on the role of Chairman.

Despite this set back, the company continued to develop and expand with many new products plus the exploration of acquisition possibilities.

The claim that we were "Market Leaders" in our field was never at risk & it was with this bold view that a decision was taken to consider a floatation.

(3)

It was 1987 when the company went public and became Sykes-Pickavant Group plc. Of course there were changes looming in the motor industry with the onset of diagnostic testing for motor cars. Taking these new challenges head on meant that the company had to also change direction in some areas and this involved necessary adjustments to administration and management structure. Added to this, the team that had laid down the growth pattern from the early 50's were getting older & succession had to be planned.

Four years later Paul took retirement from full time executive duties and in March 1991 he became a non-executive director of the group company.

----- and I retired a year later in 1992.

Ask anyone to sum up what Paul meant to them -- in a word – or in a phrase.

There isn't one word or a single phrase which will give you an accurate view or an honest appraisal.

BUT YOU CAN BE SURE THAT THESE WORDS WOULD BE INCLUDED :-

Caring
Considerate
Compassionate
Thoughtful
Supportive
Sympathetic
Loyal
Generous
Appreciative
Hard Working
Dedicated
Determined
Knowledgeable
Honest
Fair minded
Good Listener
Artistic
Creative
Fun Loving

PAUL will be sadly missed by his family, friends and by the many people whose lives he touched and influenced --- including mine.

END

05/09/2014

AN important wedding affecting the Jewish community came off on June 1st at the residence of the bride's parents, "Grampian" House, Bristol Road, when the Revs. G. J. Emmanuel, J. Fink and B. Woolf were present. The bride was Miss Miriam Gordon, the eldest daughter of Mr. James Gordon, and the happy groom, Mr. Justin Mindelsohn, the eldest son of Mr. Meyer Mindelsohn, "Ashmead," Carpenter Road, Edgbaston. A fashionable company accepted the hospitality provided and an enjoyable dance terminated the rejoicings. Mr. Alfred Hughes, the well-known restaurateur, served the breakfast in his first-class style.

A newspaper clipping from 1897

MR. JUSTIN MINDELSOHN

The death is announced in a nursing home, after a long illness, of Mr. Justin Mindelsohn, of Edgbaston, at the age of 65. For many years he resided at Woodbourne Road.

Well-known in Birmingham Jewry, he held a number of offices in connection with charitable organisations, including that of President of the United Benevolent Board. He was also identified prominently with work for the home for aged Jews.

He was a director of the firm of Gordon and Co., Birmingham, being associated with the motor body manufacturing side of the business. He leaves a widow, two sons and a daughter.

Birmingham Mail June 1939

The Mindelsohns and the Gordons

At an earlier stage of the SPArchive research we had already established a connection between these 2 families. The "Patriarch" of the Mindelsohn's, Meyer, had married Rachel, nee Gordon.

Now we can show that Justin Mindelsohn also married into the Gordon family, to Miriam. She can be seen in the family photos in this archive.

Furthermore we have also established that the Mindelsohns had a direct management involvement in the Gordon business through Justin's role as a Director.

The established "folk law" within Sykes-Pickavant was that when the company first started as J W Pickavant it originated through their work making furniture and progressing to building car bodies for the early British and American Cars of the 1920's.

"Sort of true" but not quite.

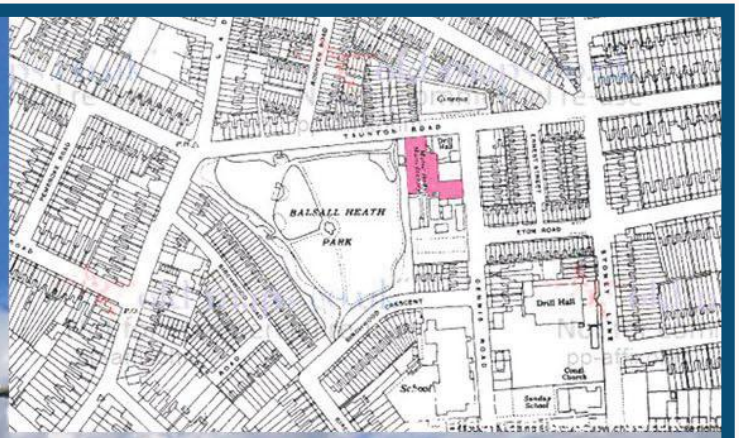
The most likely scenario is that the Mindelsohn furniture business, the Warwickshire Furnishing Co was retailing furniture made by the Gordons through it's outlets in Birmingham, Manchester, Bolton, Leeds and Hull.

When the Gordons started Coachbuilding it was from a new factory in Taunton Rd, Sparkbrook. These bodies were supplied to the Austin Motor Company, but also to independent Coachbuilders for fitting to rolling chassis.

J W Pickavant acted as a "Manufacturer's Agent" selling Gordon Car Bodies, along with other automotive equipment, as can be seen in their first, 1921 catalogue which can be viewed in the SPArchive Library.


Gordon & Co Works 123 Bradford St Birmingham
Photos courtesy of Adam Ransome whose ancestor worked here
BRADFORD COURT
BUSINESS CENTRE

Gordon Coachbuilding Works
Taunton Rd Sparkbrook





Warwickshire Furnishing Co

Bristol Rd, Bournbrook, Birmingham

Circa 1963

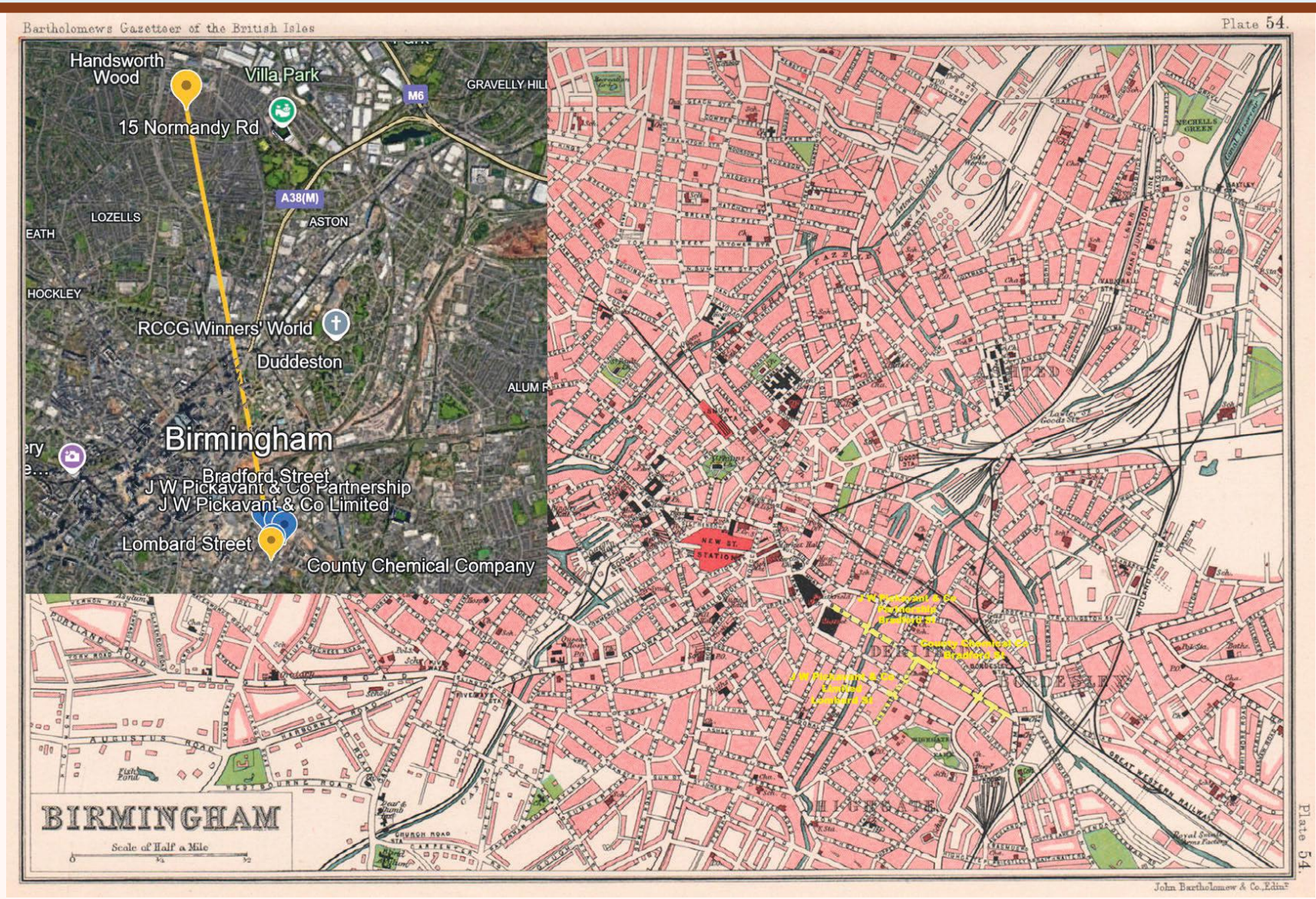


The **J W Pickavant & Co "Partnership"** was on Bradford St.

The **County Chemical Co** was on Bradford St.

Gordon & Co furniture factory was on Bradford St

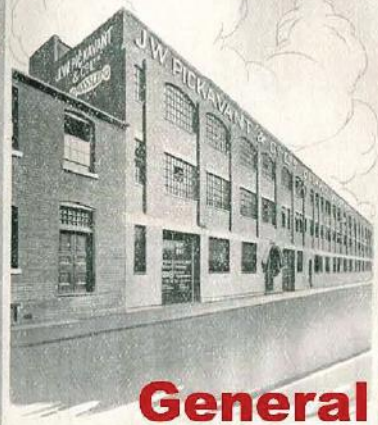
The **J W Pickavant & Co "Limited"** company was on Lombard St……just off Bradford St !



Industrial Birmingham in the 1920's QUIKKO WORKS, Lombard Street



Dispatch
3 people

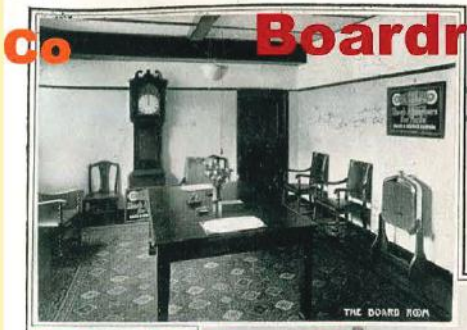


General Office
7 people

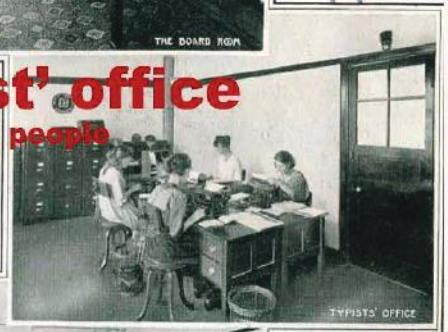


J W Pickavant & Co
Limited
QUIKKO WORKS
Lombard St

20 Employees shown



Boardroom



Typist' office
5 people



Advertising Dept
4 people



Map Room
1 person

1920's

Industrial Birmingham

The JWP & Co "Partnership"

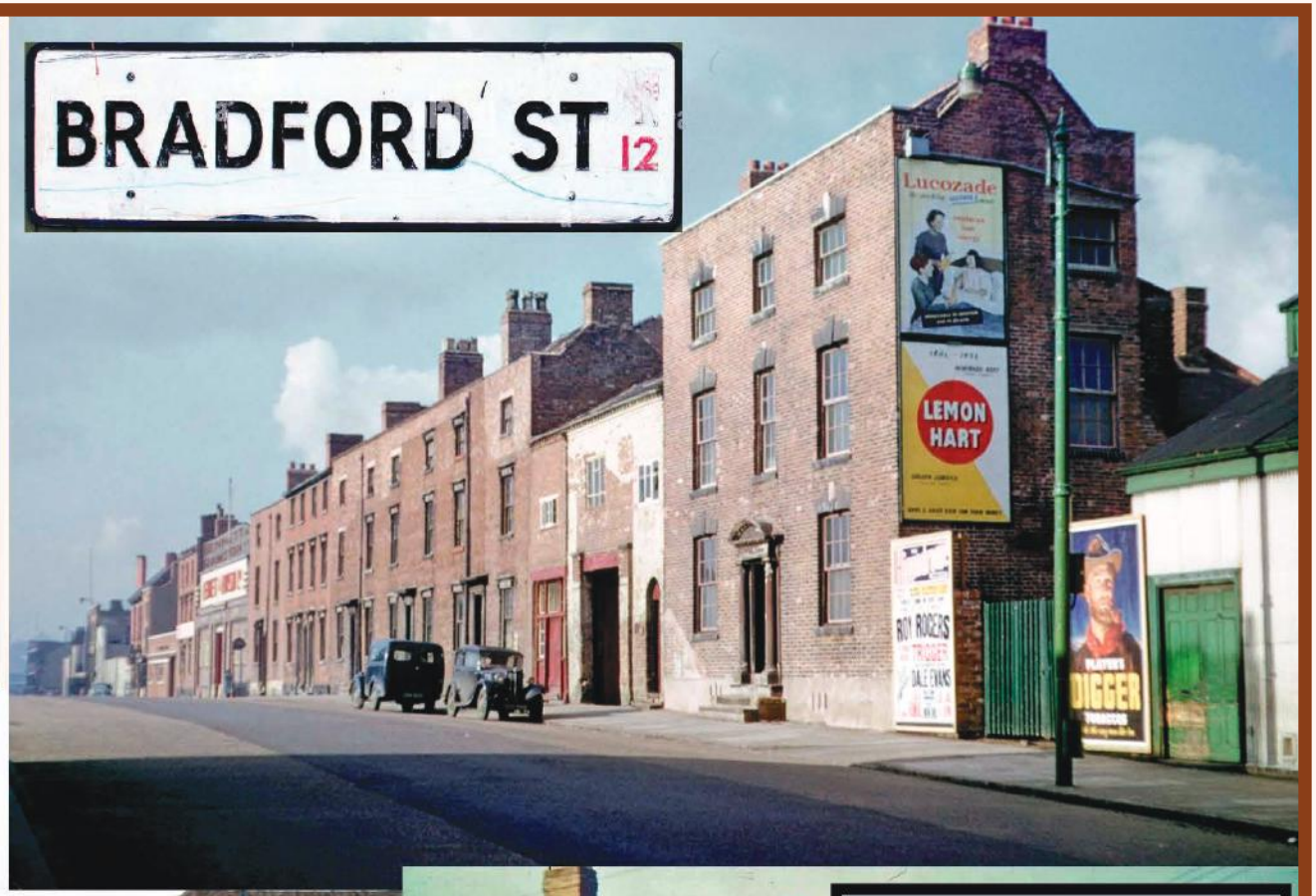
& County Chemicals

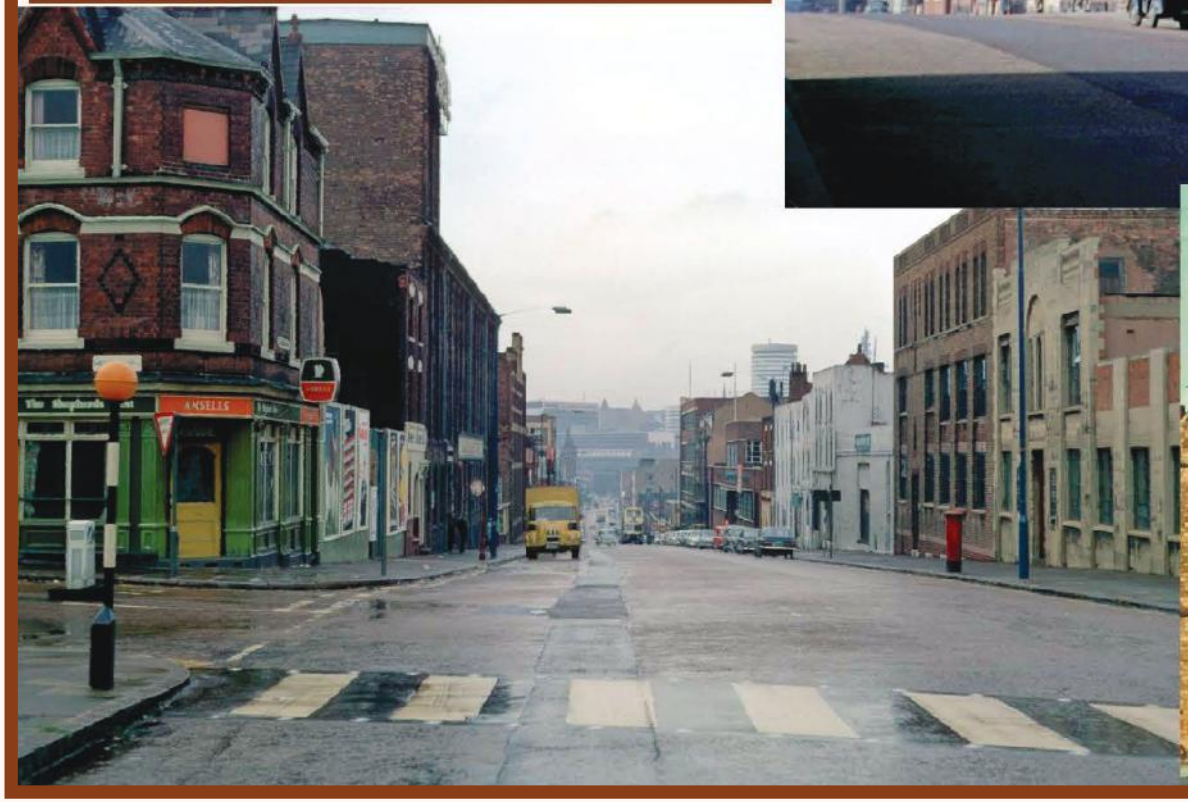
were in **Bradford Street**

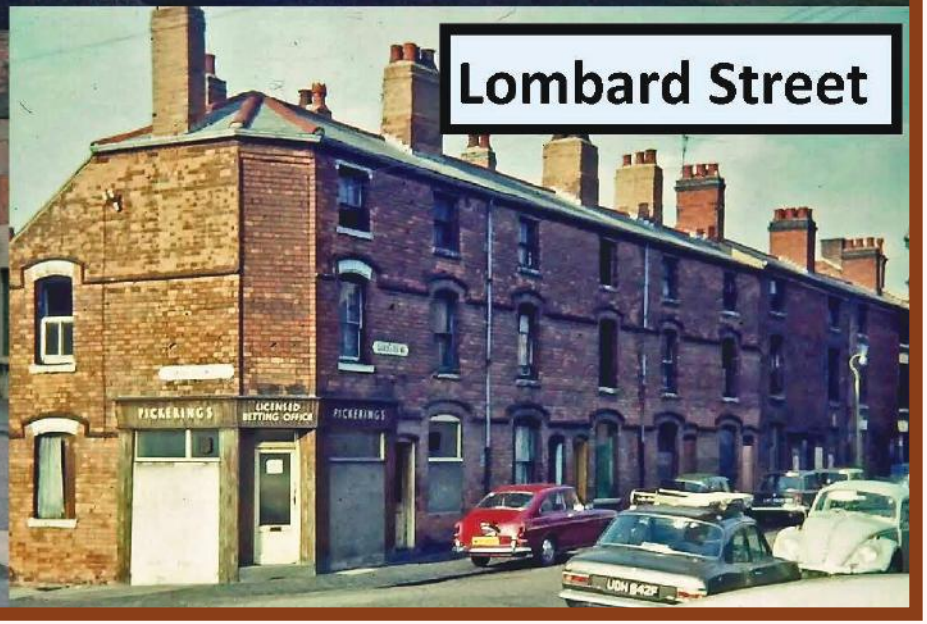
JWP & Co "Limited"

QUIKKO WORKS were in

Lombard Street







Is this the QUIKKO WORKS building in 2025?

Common features:

Flat roof with “chimney” structure

3 Stories with loading bay door

Low building to the left with windows bricked up

The modern building has been altered and “refreshed” in the 1950’s with new and larger windows but other wise looks the same.

Plus….no other buildings on Lombard St of this configuration.







The Sykes Family



In his 1970 letter J W Pickavant tells us that when he started his “J W Pickavant and Co” company (ie before it became a Ltd company in 1921) he recruited Joe Sykes as a salesman. Joe had married a school friend of his wife, and JWP tells us that he was working for Boots The Chemist in Southport. We believe this to be 1919/20.

When J W Pickavant & Co Ltd was registered in 1921 the only directors listed were J W P, Millicent Baker, Justin and Marcus Mindelsohn.

However we believe Joe was confirmed in the role as Northern Counties Salesman for the newly registered business but with no shareholding as such.

By 1931 the 50th Anniversay Booklet (see in The Library) tells us that Joe left JWP to set up his own “Manufacture’s Agent” business and this is confirmed by Graces Guide.

His portfolio included tools from America, notably K-D & Herbrand “Van-Chrome”



In 1939 Joe registered the company as J F Sykes (St Annes) Limited.

The product range included service tools competing with J W P products, but also wide selection of hand tools.

Editors note: After the two companies merged these hand tools fell by the wayside with more focus being given to automotive service tools and stronger program of Industrial Pullers, like the 1500 and Loadstar ranges.

However by a twist of fate the hand tools re-appeared in the program in the extended Speedline range of the 1980’s. See in The Library for more on this.

In due course Joe handed over the reigns of the JFS company to his son Peter. It was Peter Sykes that struck the merge agreement with Paul Mindelsohn in 1968. Sykes-Pickavant Ltd commenced operations on January 1st 1969 with Peter and Paul as Joint Managing Directors.

Unfortunately Peter and his wife were tragically killed in a road accident in 1974 leaving Paul Mindelsohn to manage on his own.

One of Peter’s sons worked for the new Sykes-Pickavant in the rapidly evolving computer department through to the 1990’s but he was the last family member to be an active member of the St Annes team.

Number of Certificate 351127 2

[Form No. 25.

THE STAMP ACT, 1891 and THE FINANCE ACT, 1933.

COMPANY LIMITED BY SHARES.

Duty at the rate of 10s. for every £100 must be impressed here.

Statement of the Nominal Capital

OF

REGISTERED 27 MAR 1939

J. F. Sykes (St Annes),

LIMITED,

Pursuant to Section 112 of The Stamp Act, 1891; as amended by Section 41 of The Finance Act, 1933.

(See Page 2 of this Form.)

The Statement is to be lodged with the Memorandum of Association and other Documents when the Registration of the Company is applied for.

93947-38

Telegrams: "CERTIFICATE, ESTRAND, LONDON." Telephone No.: HOLBORN 0434 (3 lines).

JORDAN & SONS, LIMITED,
Company Registration Agents, Printers, and Publishers,
116 CHANCERY LANE, LONDON, W.C. 2
and 13 BROAD STREET PLACE, E.C. 2.

Presented by Whitehead, Howarth & Co.
Accountants, Auditors.
Wood Lawn Chambers.
St Annes. Lytham & St Annes.

876

TEN SHILLINGS

351127 4

FIVE SHILLINGS

"The Companies Act, 1929."

COMPANY LIMITED BY SHARES.

Articles of Association

OF

REGISTERED 27 MAR 1939

J. F. Sykes (St. Annes), Limited.

PRELIMINARY.

1. The Regulations contained in Table A in the First Schedule to The Companies Act, 1929 (such Table being hereinafter called "Table A"), shall apply to the Company save in so far as they are excluded or varied hereby: that is to say, the Clauses of Table A numbered 39, 40, 64, 66, 69, 72, 78, 79, 101, 104, and 107 shall not apply to this Company; but in lieu thereof, and in addition to the remaining Clauses of Table A, the following shall be the Regulations of the Company.

2. The Company may pay a commission to any person in consideration of his subscribing or agreeing to subscribe, whether absolutely or conditionally, for any Shares in the Company, or procuring or agreeing to procure subscriptions, whether absolute or conditional, for any Shares in the Company at any rate not exceeding Ten per cent. of the price at which the said Shares are issued.

3. The Company shall be a Private Company, and accordingly the following provisions shall have effect:—

(A) The Company shall not offer any of its Shares or Debentures to the public for subscription.

(B) The number of the Members of the Company (not including persons who are in the employment

JORDAN & SONS, LIMITED REGISTRATION AGENTS 21 MAR 1939

878

K-D TOOLS
MAKE HARD JOBS EASY

WESTERN REPRESENTATIVE
D. A. McDONALD
126 LOMBARD
PHONE A 1465 WINNIPEG

PRICE INDEX

Cat. Page	Type No.		Dealer's Net
29	1	Display Board	$ 38.87
20	2	Display Board	30.00
20	3	Display Board	22.00
15	11	Jr. Hack Saw Frame	.40
15	13	5" Hack Saw Blades ... Per Doz.	1.00
15	14	8" Hack Saw Blades ... Per Doz.	1.20
15	15	12" Hack Saw Blades ... Per Doz.	1.41
15	16	10" Hack Saw Blades ... Per Doz.	1.28
15	17	6" Jr. Hack Saw Blades, Per Doz.	1.15
18	80	Vac-Clamps ... Per Doz.	1.00
17	90	Bumper Guards ... Per Pair	2.70
15	99	Hack Saw Frame	1.45
8	240	Bar-type Valve Spring Lifter	2.05
5	300	Valve Spring Lifter	2.94
6	302	Valve Spring Lifter	1.18
6	304	Valve Spring Lifter	1.18
7	307	Valve Spring Lifter	1.18
5	309	Valve Spring Compressor	2.94
5	312	Valve Spring Lifter	4.95
5	313	Valve Keeper Remover	1.31
5	314	Valve Spring Lifter	2.94
6	318	Valve Spring Compressor	2.05
4	320	Valve Spring Compressor	11.13
4	330	Valve Spring Compressor	7.40
5	340	Valve Spring Lifter	.90
6	345	Valve Spring Lifter	.50
4	380	Valve Spring Compressor	9.32
4	385	Valve Spring Compressor	4.08
6	390	Valve Spring Compressor	1.00
5	395	Valve Spring Compressor	1.18
5	397	Valve Spring Compressor	1.18
6	400	Valve Spring Lifter	1.18
5	410	Valve Spring Lifter	3.70
8	415	Valve Keeper Pliers	.37
7	500	Valve Bushing Remover	.60
7	501	Valve Bushing Remover	.87
7	502	Valve Bushing Remover	1.40

Cat. Page	Type No.		Dealer's Net
7	503	Valve Grinder	.06
7	504	Valve Grinder	.60
7	505	Valve Grinder	.66
7	507	Valve Grinder	.87
7	509	Valve Grinder	.87
7	511	Valve Grinding Bushing	1.18
8	518	Valve Bushing Remover	.87
10	520	Bearing Sleeve Puller	9.90
10	530	Wheel Puller	9.90
10	540	Wheel Puller	11.76
6	545	Hub Anchor Bar	2.45
19	550	Wheel Puller	9.90
7	560	Piston Pin Inserter	4.08
19	565	Riveting Die Set	6.18
19	570	Riveting Die Set	6.18
19	575	Riveting Die Set	8.04
19	580	Riveting Die Set	29.70
19	585	Riveting Die Set	4.95
19	587	Arbor Press Adaptor	4.95
2	600	Valve Spring Lifter	2.94
2	603	Valve Spring Lifter Set	3.44
2	605	Valve Keeper Inserter	1.09
2	610	Valve Keeper Receiver	1.09
6	615	Valve Spring Holders	3.73
8	618	Piston Pin Inserter	3.09
9	705	King Pin Wrench	4.08
9	708	King Pin Pilot	.81
9	710	King Pin Pilot	.87
9	718	King Pin Extractor	12.00
9	725	Spring Perch Extractor	12.31
6	735	Valve Service Rack	3.55
11	800	Wheel Puller Set, 5 in metal box	6.99
29	801	Wheel Puller Merchandising Cab.	
8	813	Valve Bushing Remover	1.09
8	840	Valve Spring Compressor	2.05
8	1118	Valve Grinding Bushing	1.18

HAMMER-TYPE WHEEL PULLERS

Axle Size	Catalog Pages 11-12	Dealer's Net	Catalog Pages 11-12	Dealer's Net
5/8"-18	Short Type	$ .87	Extra Long	$1.40
9/16"-18	Short Type	1.01	Extra Long	1.73
9/16"-20	Short Type	1.01	Extra Long	1.73
13/16"-16	Short Type	1.11	Extra Long	1.93
3/4"-14	Short Type	1.31	Extra Long	1.86
3/4"-16	Short Type	1.31	Extra Long	1.86
3/4"-18	Short Type	1.21	Extra Long	1.88
1"-14	Short Type	1.38	Extra Long	2.32
1 1/16"- 7	Short Type	1.58	Extra Long	2.71
1 1/16"-12	Short Type	1.53	Extra Long	2.71
1 1/16"- 7	Short Type	1.73	Extra Long	3.46
1 1/16"-12	Short Type	1.73	Extra Long	3.46
1 1/16"- 6	Short Type	2.48	Extra Long	4.20
1 1/16"-12	Short Type	2.48	Extra Long	4.20

Brite-Steel Washers ..... Page 13
Special Metal Stampings ..... Page 14

K-D MANUFACTURING COMPANY, LANCASTER, PA., U. S. A.

Canadian Factory KAY-DEE Hamilton, Ontario

CANADIAN PRICES

JSF
(ST. ANNES) LIMITED.

GARAGE TOOLS
OF PROGRESS

TRADE LIST
1939-1940

J. F. SYKES (St. Annes) **LIMITED**
WARWICK ROAD WORKS
ST. ANNES-ON-SEA
LANCS.

HERBRAND MODERNIZED TOOLS
OF QUALITY

Herbrand
FREMONT, O.
"SINCE 1881"

THE TIME TESTED MARK OF DISTINCTION

NRA

SALES OFFICES IN ALL IMPORTANT TRADING AREAS

THE HERBRAND COMPANY
"SINCE 1881"
FREMONT, OHIO, U. S. A.

Sykes-Pickavant Archive 100

Corrections and additions

This story has been a complex jigsaw to piece together and verify.

If you have any corrections or additions we'd be very happy to receive them.

"To preserve and promote the 100-year legacy of the Sykes-Pickavant brand, products and people."

Many people have contributed to the evolution of this unique business over 12 decades,

From it's early roots in 1918 with Great War veterans, right through to 2025 where a new generation are continuing to keep the story alive. To quote the new owners:

" As the current owners of Sykes Pickavant we feel a huge responsibility on our shoulders to protect the legacy of this iconic British brand and more importantly preserve all its history going forward as the generations change."

The "Pioneers story" essentially covered the first 20 years leading up to World War 2, and particularly the stories of

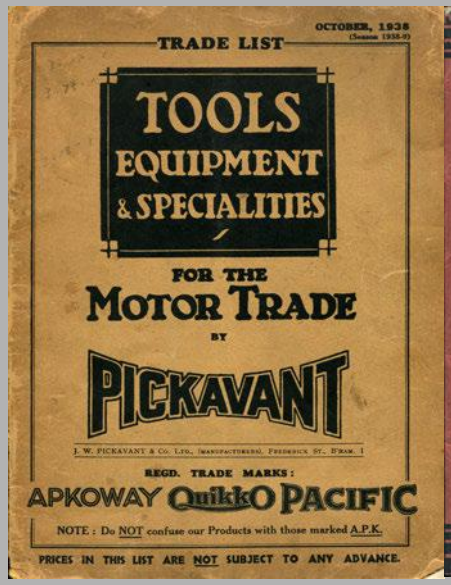
Jack Pickavant, Millie Baker, Wilfrid Hill, Justin & Marcus Mindelsohn and Joe Sykes.

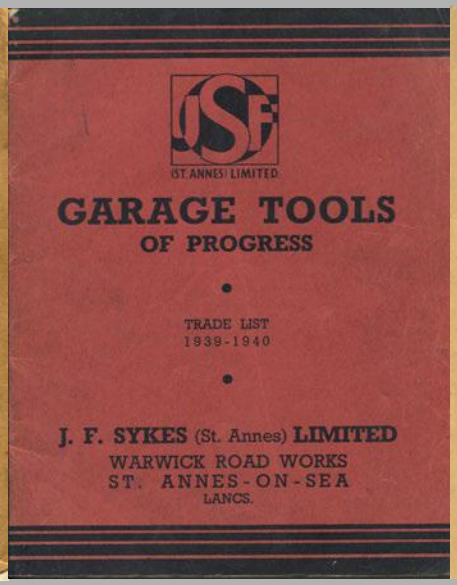
These characters provided the "1st Generation" in this 100 year story and were the first of 4 Generations.

GENERATION 2 - Events & Achievements

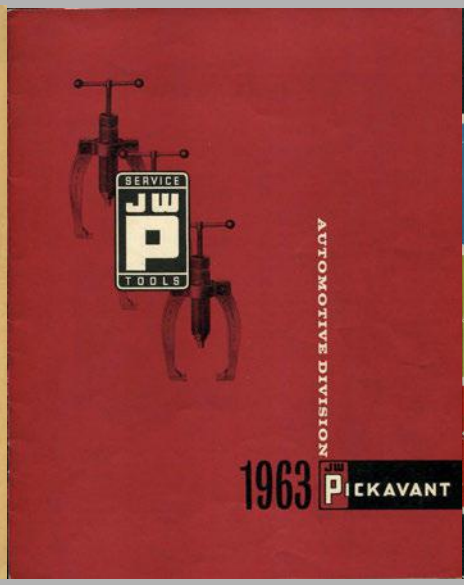
The next chapter concerns the 30 year, post WW2 period from the 1950's though to the early 1980's.

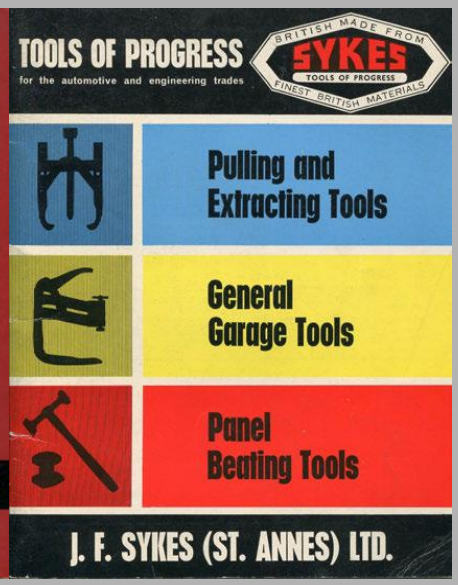
- **J W Pickavant & Co Ltd in Birmingham to 1968**
- **J F Sykes (St Annes) Ltd in St Annes to 1968**
- **Sykes-Pickavant Ltd in St Annes - SP1 Catalogue 1969 to SP10 Catalogue 1982**











1940's

Pre War thru to Post War

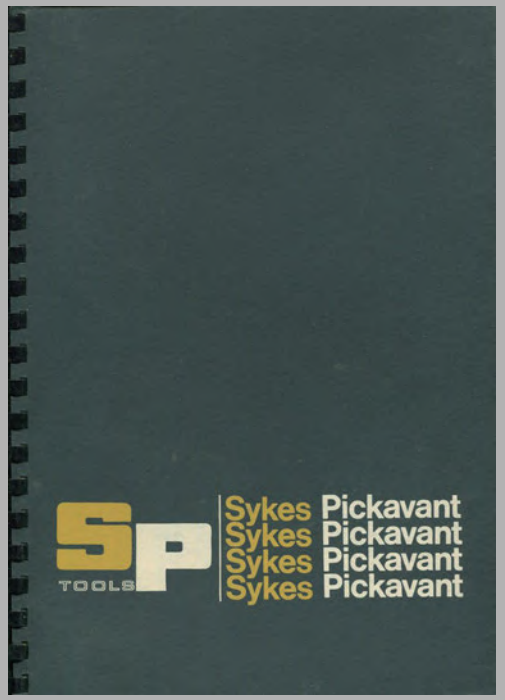
1950's

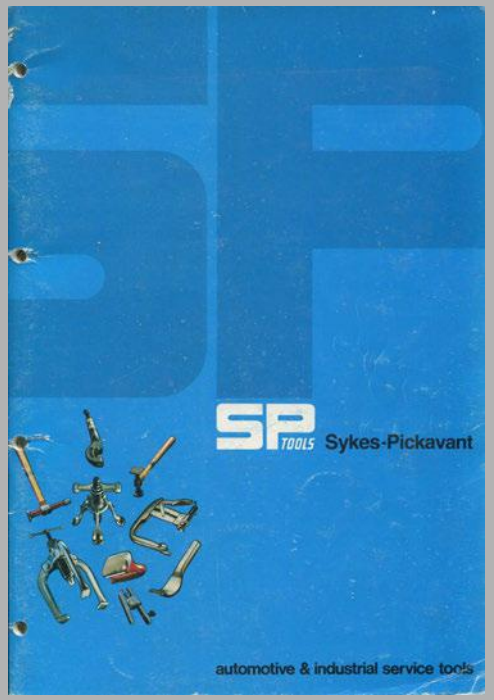
1960's

1969

"SP1"

Merge Catalogue





1982

"SP10"

Catalogue

Product Innovation & Creativity

1950's to early 80's

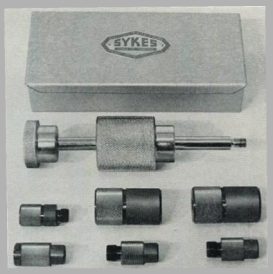


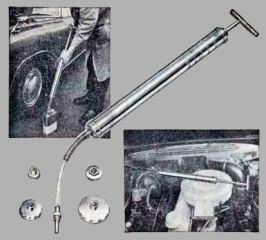
Hydraulic Nut Splitters





Internal Race Extractors







Adjustable Body Blade Holder



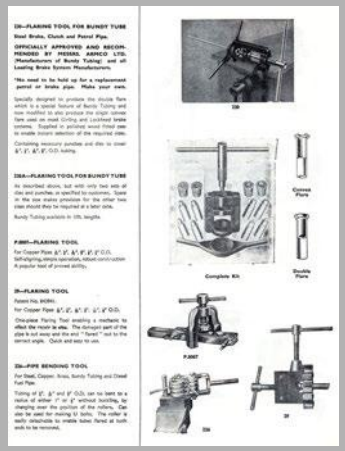
CV Drop Arm Puller



Impact Driver



Brake Pipe Bender



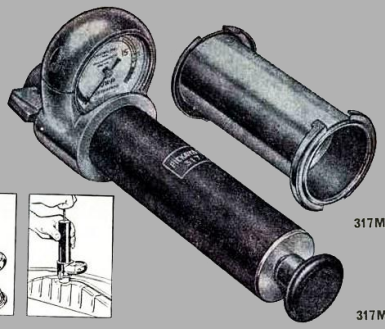




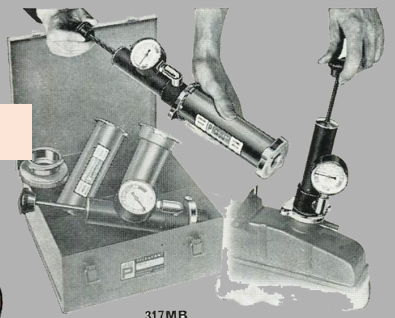
Brake Pipe Flaring Tools







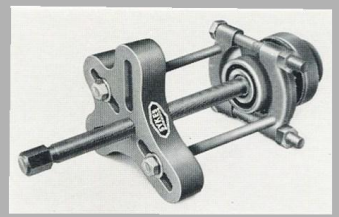
Cooling System Testers













Flywheel Pullers







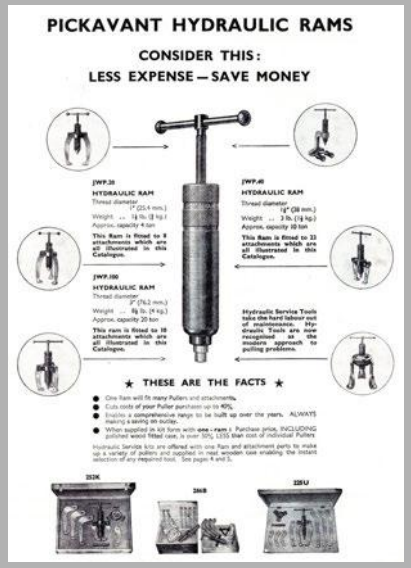
Tools for Mini Hubs & Suspension

Coil Spring Compressors

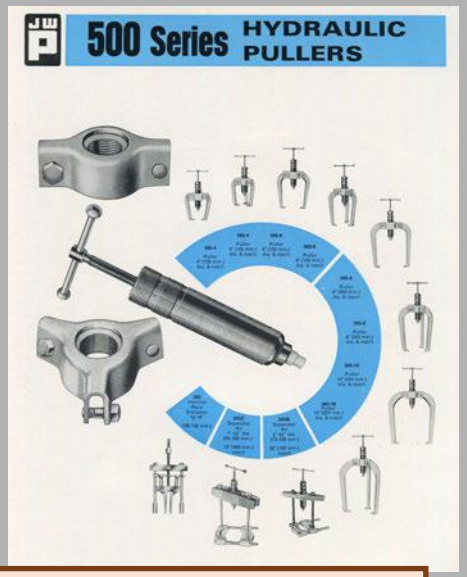


Product Innovation & Creativity

1950's to early 80's - Hydraulic Pullers

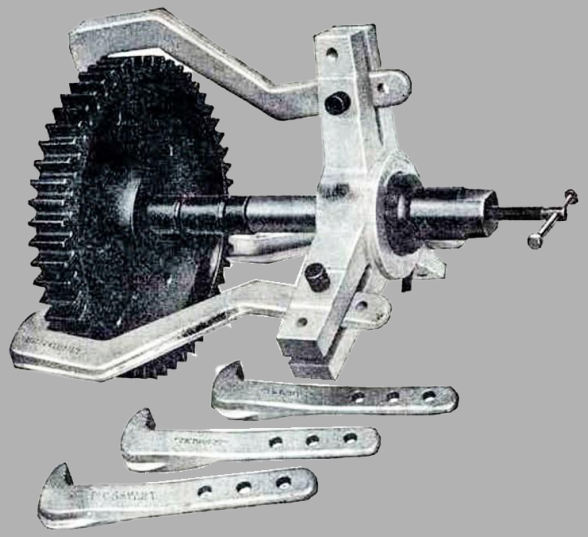








Evolution of the "1500" Series

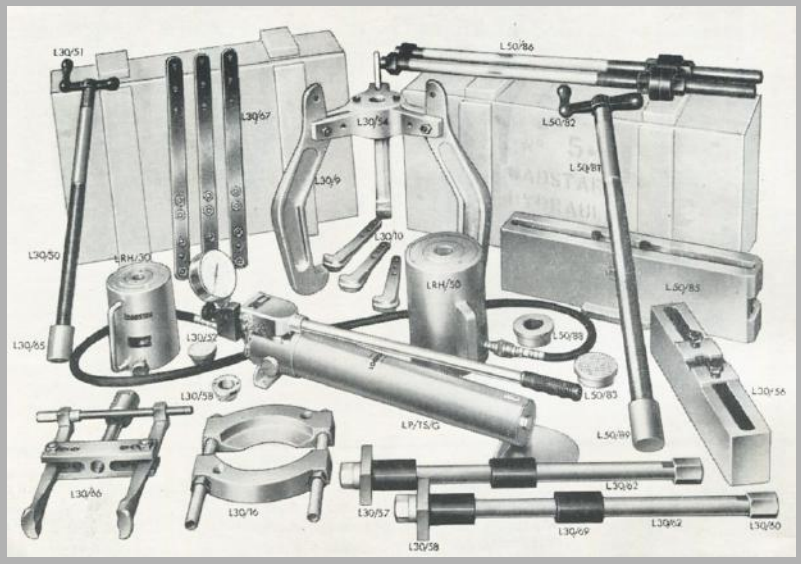


Loadstar

Heavy Duty Hydraulic Pullers

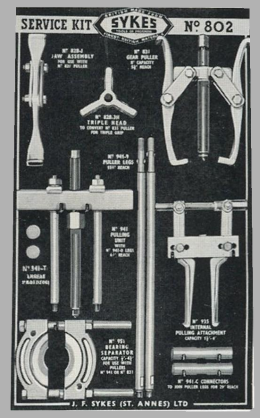
Kits & Components

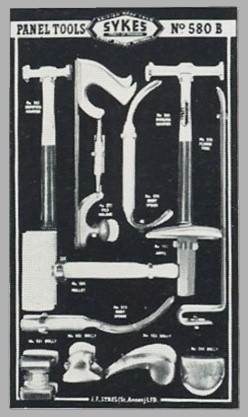
20,30, 50, & 100 tons



Product Innovation & Creativity

1950's to early 80's - Sales Displays, Promo Kits & Red Toolboxes





"Shadow Boards"

Although designed for workshop use these Shadow Boards also proved popular for creating products displays in shows and distributors trade counters.

Display Units

Primarily used at point of sale these display units could be used with either Shadow Boards or Shadow Overlays, or just with hanging hooks.

Thousands were supplied.

















Promotion Packs & Tool Kits

These products were highly successful, especially in Export Markets like Australia. Many ***thousands were sold*** and they provided distributor salesmen with a handy "bundle" they could easily carry into end user calls.

For the user these kits provided almost everything they might need in one handy container.

Kits were customised to suit different market sectors:

Automotive

Industrial

Marine

Agriculture





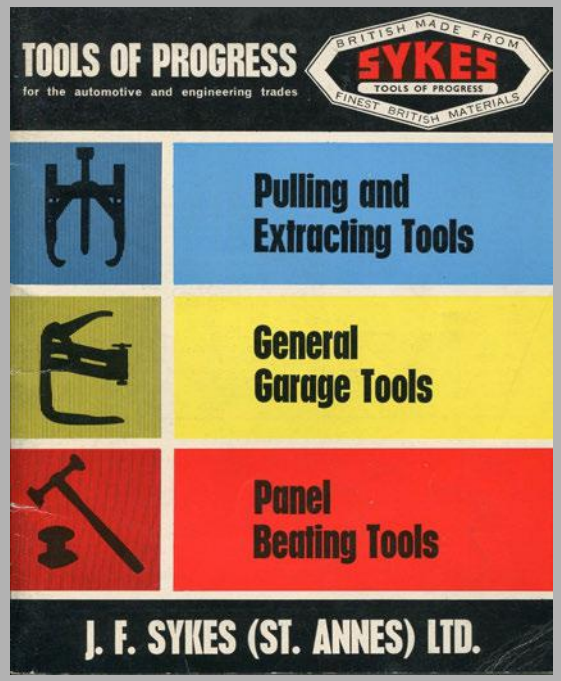
Red Toolboxes

In the late 1970's and early '80's UK Mechanics faced a deluge of imported Red Toolboxes, primarily from Snap On.

This "new fashion" offered an opportunity for SP to provide mechanics with an alternative - at much better price but still built to a professional quality standard.

They were hugely popular!

1964 Laying the Foundation - Kilnhouse Lane, St Annes



1964 J F Sykes

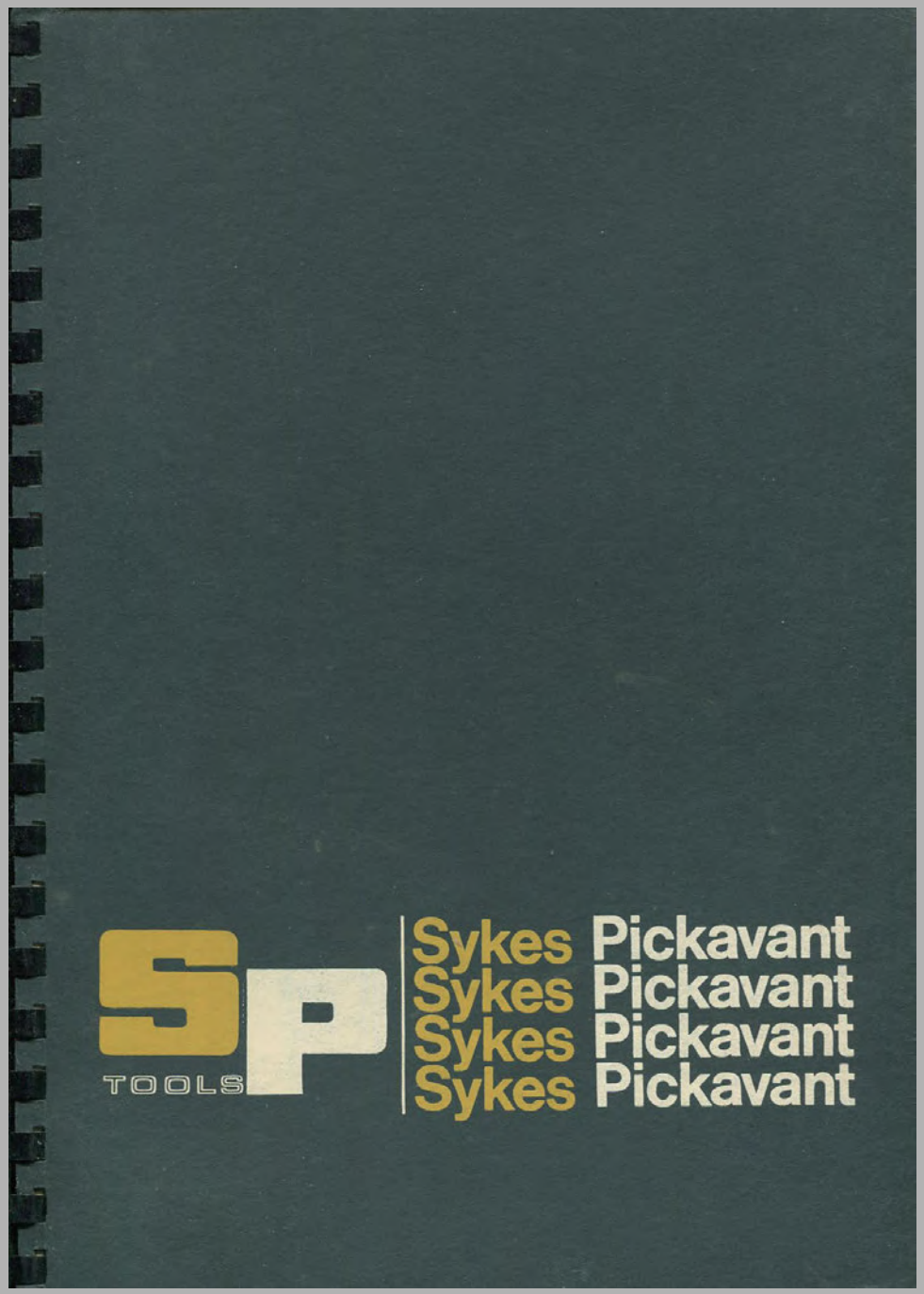
Tools of Progress

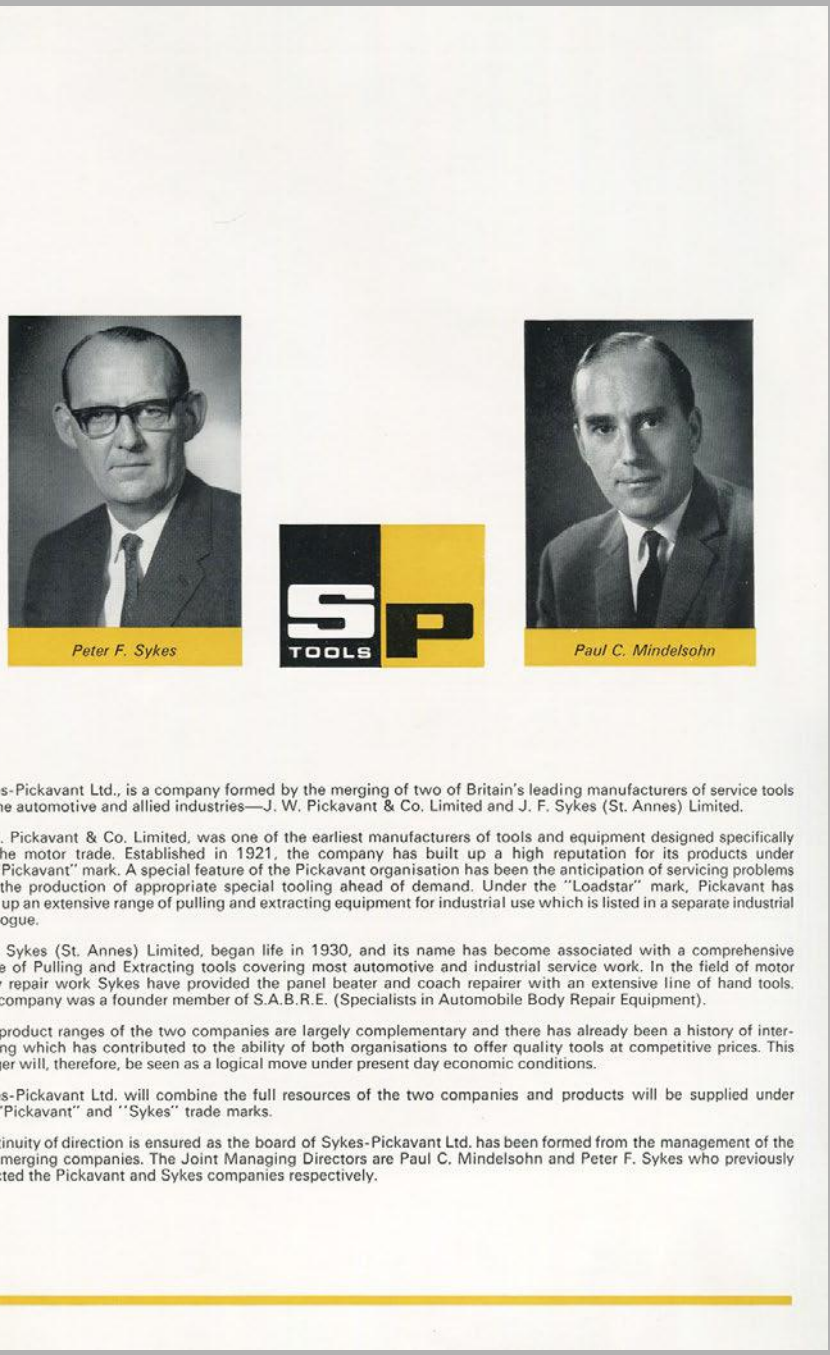
Catalogue





THE MERGE - January 1969 Catalogue “SP1” is launched





Peter F. Sykes

SP TOOLS

Paul C. Mindelsohn

Sykes-Pickavant Ltd., is a company formed by the merging of two of Britain's leading manufacturers of service tools for the automotive and allied industries—J. W. Pickavant & Co. Limited and J. F. Sykes (St. Annes) Limited.

J. W. Pickavant & Co. Limited, was one of the earliest manufacturers of tools and equipment designed specifically for the motor trade. Established in 1921, the company has built up a high reputation for its products under the "Pickavant" mark. A special feature of the Pickavant organisation has been the anticipation of servicing problems and the production of appropriate special tooling ahead of demand. Under the "Loadstar" mark, Pickavant has built up an extensive range of pulling and extracting equipment for industrial use which is listed in a separate industrial catalogue.

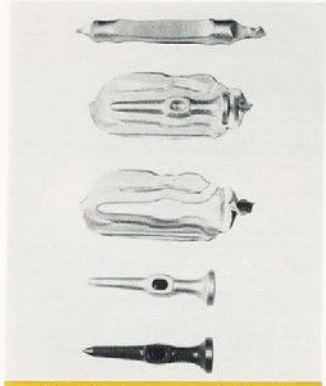
J. F. Sykes (St. Annes) Limited, began life in 1930, and its name has become associated with a comprehensive range of Pulling and Extracting tools covering most automotive and industrial service work. In the field of motor body repair work Sykes have provided the panel beater and coach repairer with an extensive line of hand tools. The company was a founder member of S.A.B.R.E. (Specialists in Automobile Body Repair Equipment).

The product ranges of the two companies are largely complementary and there has already been a history of inter-trading which has contributed to the ability of both organisations to offer quality tools at competitive prices. This merger will, therefore, be seen as a logical move under present day economic conditions.

Sykes-Pickavant Ltd. will combine the full resources of the two companies and products will be supplied under the "Pickavant" and "Sykes" trade marks.

Continuity of direction is ensured as the board of Sykes-Pickavant Ltd. has been formed from the management of the two merging companies. The Joint Managing Directors are Paul C. Mindelsohn and Peter F. Sykes who previously directed the Pickavant and Sykes companies respectively.

The full catalogue can be viewed in the Library



Drop forging process for Panel Hammer Head

with the emphasis on QUALITY

DROP FORGING

All tools are produced with quality in mind at all stages. Right from the start steel drop forgings are selected wherever design allows.

Drop forgings offer the following real advantages:—

a high tensile and impact strength. Mechanically hot working of the steel at a controlled forging temperature achieves a tough and dense fibrous structure.

b correctly proportioned combination of physical properties to meet exacting service conditions.

c maximum strength and toughness is achieved in light sections with corresponding reduction of dead weight.

d controlled grain flow and grain structure at points of greatest shock and stress.

e greater margin of safety and dependability.

Each component is produced from the finest quality British Steel specification carefully selected to meet each application. High carbon steels provide optimum hardness of panel beating hammers, dollies and spoons to withstand heavy and continual usage.

Nickel and nickel-chrome-molybdenum steels achieve maximum strength and toughness of pulling tool jaws, legs, cross-bars, separators etc.

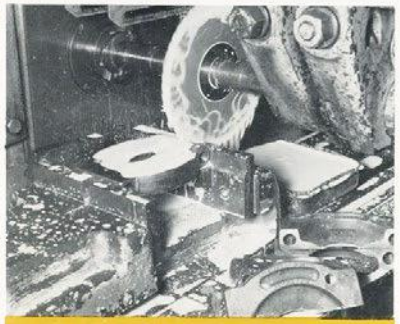
All forgings are subsequently carefully heat treated to refine the grain structure and result in optimum physical requirements.



Gear Puller Leg being forged

HIGH TENSILE STEELS

The drop forged quality of our products is matched by the grade of high tensile steels used in the production of machined parts and particularly forcing screws. All forcing screws are manufactured and heat treated to provide a tonnage strength far beyond anything they will meet in practice.



Machining of Bearing Separators



Grinding of Panel Dollies



Final Inspection

FINISH

This accent on quality is reflected in all materials and components used throughout the range. A good product must look good and very careful attention is paid to finish. All pulling tool parts and many body tools, valve lifters etc., are finished in an attractive bright nickel plating. This resists tarnishing and enhances the appearance of the basic components. Forcing screws and other moving parts are finished in a business-like oil blue process.

ASSEMBLY

The final assembly operations are carried out by responsible staff and we feel that this does much to minimise the possibility of manufacturing errors being passed to the customer.

PACKAGING

A good product demands a good presentation and packaging and this is a matter which has every care and attention. Every tool is packed in its own strong full lidded box and the contents are clearly labelled with tool number and description. The labelling is designed so that the details can be read without removing the box from the stock shelf.

PACKING

Separate home and export packing departments prepare consignments for despatch. Particular care is taken with export packing. All shipments leave our works in new and unused timber packing cases for which no charge is made. We feel that it is our responsibility to ensure that goods arrive anywhere in the world in factory fresh condition.



Packaged and Labelled Tools



Assembly of Valve Lifters

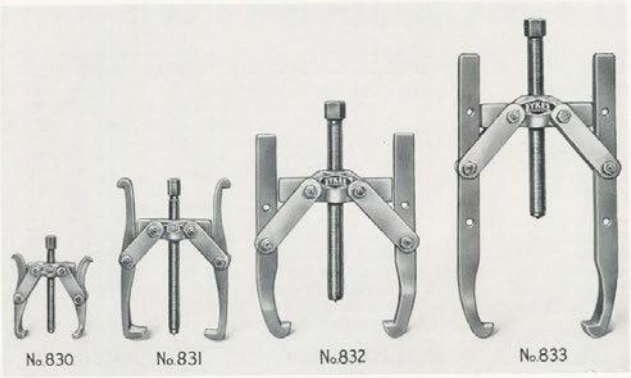


Export Packing Department

“SP1” featured both Sykes & Pickavant branded pages

SYKES
BRITISH MADE FROM FINEST BRITISH MATERIALS

TWIN & TRIPLE GRIP GEAR PULLERS

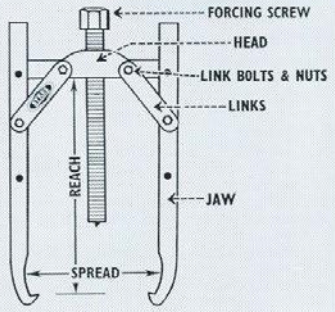


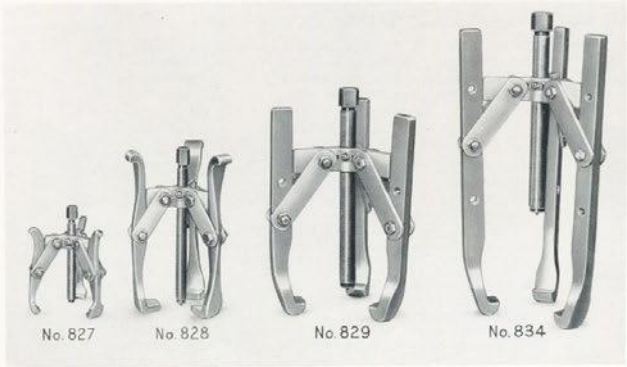
STANDARD MECHANICAL RANGE

For the safe and swift removal of gears, races, bearings, pulleys and sprockets, etc.

Essential service tools for automotive and light industrial maintenance work.

Puller No.	Type	Specification: Maximum spread	Maximum reach	Size of centre screw	Type of jaw
830	Twin	0—6 in.	3.1/4 in.	6 x 1/2 in.	Double ended
827	Triple	0—150 mm.	82 mm.		
831	Twin	0—8 in.	5.1/2 in.	9 x 5/8 in.	Double ended
828	Triple	0—200 mm.	140 mm.		
832	Twin	0—12 in.	10 in.	12 x 1 in.	Adjustable two position
829	Triple	0—300 mm.	254 mm.		
833	Twin	0—14 in.	15 in.	12 x 1 in.	Adjustable three position
834	Triple	0—350 mm.	381 mm.		





Light and simple to operate, yet the strongest pullers made.
Unique self locking system makes pullers completely safe in operation.
Application of greater pressure to forcing screw increases grip of jaws on the work.
Smaller pullers have reversible jaws. Heavier sizes with adjustable jaws.
Pulling arms and cross bars drop forged from chrome steel.
Fully plated finish with polished claws.
High tensile bolts and forcing screws, heat treated to withstand heavy usage.

HYDRAULIC GEAR PULLERS

JWP

500 Series

Two/Three Leg Pullers

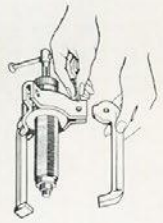
As all parts are interchangeable great savings can be made. A two leg puller can be converted quickly to three legs by using 500/3 three-way Body and one extra leg of appropriate length. Likewise a three-leg Puller can be converted to two legs by using 500/2 two-way Body.

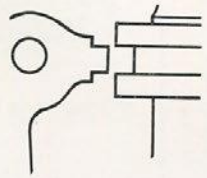
Part No.	Legs	Diameter	Reach
502–4	2	2 in.–4 in. (50–102 mm)	4 in. (102 mm)
503–4	3		
502–6	2	3 in.–6 in. (76–152 mm)	6 in. (152 mm)
503–6	3		
502–8	2	4 in.–8 in. (102–203mm)	8 in. (203 mm)
503–8	3		
502–10	2	5 in.–10 in. (127–254 mm)	10 in. (254 mm)
503–10	3		

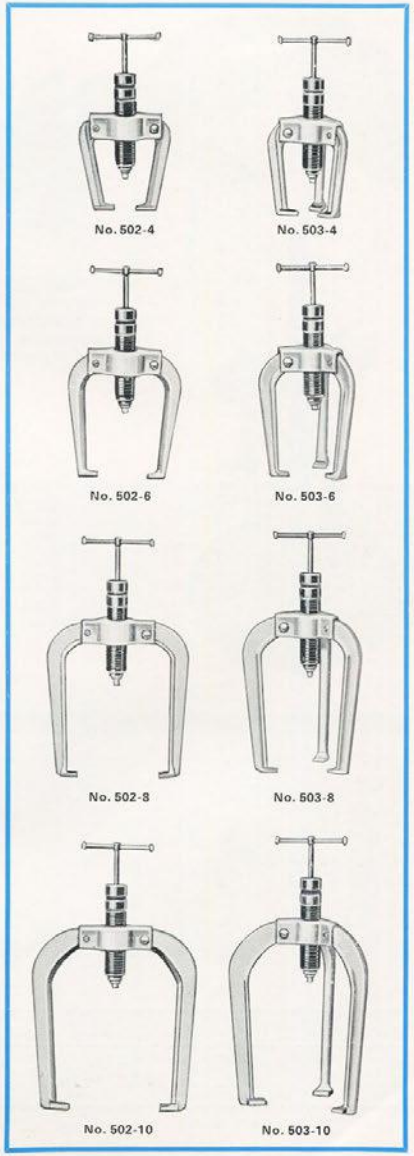
N.B. Pullers illustrated on this page not suitable for withdrawing vehicle hubs. *See pages N, O, P, 18, 19 and 20.*

PULLER CONSTRUCTION

The Puller Bodies have been designed so that legs can be fitted quickly. The design of the locking device ensures that the legs grip firmly behind the part being withdrawn. The greater the pressure, the tighter the grip. As there are no loose links it makes it easy for one man to position the Puller and control movement of the legs.







13th/14th August 1968 - Detailed Planning for the merger between J F Sykes & J W Pickavant begins

NOTES OF INFORMAL MEETINGS OF P.C.M. and P.F.S. 13th - 14th August, 1968

SUGGESTIONS FOR ORGANISATION OF S - P TOOLS LIMITED

B O A R D

P.C. MINDELSOHN - JOINT MANAGING DIRECTOR

EXTERNAL SALES RESPONSIBILITIES AT M.D. LEVEL.
BIRMINGHAM OPERATION PRIOR TO TRANSFER TO ST. ANNES.

PETER F. SYKES - JOINT MANAGING DIRECTOR

INTERNAL RESPONSIBILITIES AT M.D. LEVEL.

F. BUTTERWORTH - ADMINISTRATIVE DIRECTOR

SENIOR DIRECTOR i/C ST. ANNES
COMPANY SECRETARY AND PERSONNEL.

PETER HILL - EXPORT SALES DIRECTOR

EXPORT SALES MANAGEMENT
MANUFACTURER SALES MANAGEMENT
GENERAL SALES MARKETING - i.e. PUBLICITY, ADVERTISING, PACKAGING and PRESENTATION.

J.A. WEBSTER - HOME SALES DIRECTOR

HOME SALES MANAGEMENT (including AREA REPRESENTATIVES, SHOWS, WORK-OUTS and SPECIAL REPS. S.J.R. & K.M.)
INDUSTRIAL SALES MANAGEMENT.

LESLIE GREEN - PRODUCTION DIRECTOR

BUYER
PRODUCTION CONTROL

Board to meet weekly - Tuesday afternoon. P.C.M. and P.F.S. to alternate as chairman. P.F.S. to take minutes.

The following executive committees to be considered with the chairman or convenor of each taking minutes which are to be circulated to all Board members.

PRODUCTION - L. GREEN, N.T. GILLETT, plus F. BUTTER WORTH Ex - Officio - as convenient.
Meet weekly - Tuesday morning.

DEVELOPMENT a) SUB-COMMITTEE
P.C. MINDELSOHN, L. GREEN, D. TAYLOR
Meet weekly in Birmingham.
b) MAIN COMMITTEE
F. BUTTERWORTH, P.C. MINDELSOHN, L. GREEN. D.TAYLOR, P. HILL and J.A. WEBSTER.
Meet every 2 - 3 weeks.

EXPORT SALES - P. HILL, J.A. WEBSTER, P.C. MINDELSOHN, P.F. SYKES.
Joint M.D.'S NOT NECESSARY on meetings considering non sales - promotional matters.
Meet weekly - Tuesday morning.

HOME SALES a) INTERNAL
J.A. WEBSTER, P. HILL, P. PFISTER, F. NEWPORT.
b) EXTERNAL.
J.A. WEBSTER, P. HILL, P. PFISTER.
Meet weekly and separately.

JOINT SALES - PRODUCTION

P. HILL, J.A. WEBSTER, P. PFISTER, L. GREEN, N.T. GILLETT.
Meet fortnightly - Tuesday morning.

COSTS and PRICING

P.C. MINDELSOHN, P.F. SYKES.
Meet as necessary.

SUGGESTED ANNOUNCEMENT PROGRAMME

1. Prepare set of forms for each J.W.P. staff member giving full details of present employment and details of S - P Tools employment - or details of immediate or ultimate redundancy.
   N.B. Regulations to be checked in order to obtain full statuary redundancy benefits.

2. Forms to be prepared for Sykes pension list staff on details of present and S - P Tools employment.

3. 1969 terms of employment for Sykes non-pension staff to be recorded - then to be in line with policy of flat earnings and no incentive remunerations.

4. Managerial and other pensionable staff of both companies to be notified of merger in week commencing September 9th, and asked to treat as confidential.

5. Notices to other staff at both companies to be posted on Monday 16th September, followed by explanatory interviews as necessary.

6. Notify trade press with basic information on merger. ? F.MARR? A4 folder once. X

7. Notify customers, home and export, indicating that until 31st December, 1968, both companies operate quite independantly as at present. Also that they will receive full details of S - P Tools Limited, catalogue prices and terms prior to year end.
   Advertising agents - Baker - Cope -

8. Notify suppliers - major ones personally. Observe competitive atmosphere by mainly continuing to operate as previously with separate Sykes and Pickavant suppliers certainly for first year.

9. Prepare fuller merger announcement for January and seek trade press editorial features supported by advertising.

10. Plan brief Sales Conference for outside and inside sales force plus other relevant staff from production, administration etc. Preferably an overnight stay at some suitably relaxing situation - on 'neutral' ground and of reasonable access to all. Main object being to do a good relations exercise on staff, and sell S - P Tools Limited - no technical or product side to be considered. 7/10/68 check date - date? PF CM FN

11. Notify - S.M.M.T. - G.E.A. - S.A.B.R.E. - F.B.H.T. etc. - as becomes necessary.

POLICY MATTERS FOR CONSIDERATION

REDUNDANCY - as from January 31st. 1969 pay end of Feb. 28 + redundancy + ex

a) Birmingham long service staff to have individual consideration.
b) Birmingham general works and office staff - those to be invited to continue in light of ultimate closing-down of Whitmore Street. Incentive to remain to be salary and wage level.
c) R. Wright and J. Montgomery of outside sales force to have generous redundancy terms - at present considered they could continue to work out notice with freedom to seek other positions.

SYSTEMS, ROUTINES, ETC.

1. Full set of all printed matter, forms etc., used by Pickavant and Sykes to be exchanged for consideration.

2. Customer Record Systems of both companies to be compared a) Export, b) Home, c) Industrial, d) Manufacturers.

3. Combined set of all customers Addressograph Plates to be prepared for December, for mailing of S - P Tools Limited, catalogues, prices etc.

The first "top secret" merger meeting between Peter Sykes & Paul Mindelsohn was held in March 1968

These minutes & notes were the personal copies of Jack Webster - the annotations are in his hand

CATALOGUE a) DISTRIBUTION

Initial distribution for January 1st. Buyers' Guide (A4) and one colour A5 version plus price list - also details of terms.

Suggest one copy only at first - extra from representatives - also infer that existing Pickavant and Sykes catalogues do not become obsolete and Loadstar continues as before.

b) CONTENTS

Guarantee should have a time limit - unless other makers tend to give an unconditional guarantee. We should cover ourselves by using words, 'in the opinion of the manufacturer' where suitable.

Terms of business should disclaim responsibility for work upon which products are used.

Reference should be made to detailed conditions of sale. Pickavant conditions to be reviewed for adoption by S - P Tools.

Sales Aids and Displays - copy required for proposed displays of Pickavant products on timber boards 30" x 18" to mount on existing display stands. Decision needed on retaining Sykes No. 800 Display or modifying to accept a combined range presentation. No. 500 should stay as at present, being body tools only.

PRICE LIST

Considered advisable to issue first S - P Tools Limited, price list without any general advance on 1968 prices. This must be checked.
Any marked changes could be adjusted.
Comparable items such as separators, listed as Pickavant and Sykes should have prices aligned.

Any Pickavant lines which will not appear in the S - P Tools catalogue should be entered with reference to the original Sykes item - i.e. body tools etc.

Three separate price lists to be produced:
a) Combined List and Trade Prices.
b) Retail List Prices only.
c) Nett Export Prices.

Prices to be round figures to lose pennies where possible and British decimal noted for reference. Export list to have equivalent in U.S. $. Consider whether any minimum shipment value is needed to qualify for N.E. terms - should this go on price list.

CUSTOMER REBATES

A new scheme to be planned with following points in mind:-
a) Subject to periodic negotiation (annual?) to cover changes in values, products, etc.
b) Industrial products not to come into rebate scheme.
c) Rebates to consider each customer or branch of a customer as separate for turnover and not accept group sales. N.B. Consider Sykes scheme with Y.F.C. - Stevco.

SALES SUPPORT FOR FACTORS
Home Sales to consider proposed methods of:
1) display van work-outs.
2) static and similar sales drives.
3) use of Field Sales Manager.
4) use of S.J. Ratcliffe and K. Moppett.

STOCK LIST

Before S -P Tools produce a stock list with view to installing controlled stock plans with factors the form of stock list must be considered. Sykes report that representatives are not thrilled with their system and Pickavant have not recorded any great enthusiasm for theirs. Reports to be obtained from each company's representatives.

ACCOMMODATION

Following announcement date it will be possible to plan accommodation problems openly. First year arrangements in St. Annes will have to be somewhat improvisory - both works and offices.

Attention to above will provide necessary information upon which to base new building plans.

NEXT MEETING

A meeting of the S - P Tools Limited, Board to be held at Staffordshire Post House, 10 a.m. Tuesday 27th August, 1968.

A full set of planning notes and meetings can be read in the Library

7th October 1968 Pre Merge Sales Conference at the Beech Hill Hotel, Windermere









1	Fraser Butterworth	Administrative Director	Ex JFS
2	Harry Cole	Area Sales Manager	Ex JFS
3	Paul Mindelsohn	Joint Managing Director	Ex JWP
4	Walter Douglas	Industrial Sales Manager	Ex JWP
5	Brian Garnett	Area Sales Manager	Ex JFS
6	Mike Catlow	Area Sales Manager	Ex JFS
7	Fred Newport	Order Office Manager	Ex JWP
8	Keith Tyers	Area Sales Manager	Ex JFS
9	Wally Peacock	Area Sales Manager	Ex JWP
10	Peter Pfister	Executive Sales Manager	Ex JWP
11	John McMillan	Area Sales Manager	Ex JFS
12	Neville Price	Area Sales Manager	Ex JWP
13	Peter Hill	Export Sales Director & Marketing	Ex JFS
14	Leslie Green	Production Director	Ex JWP
15	Joe Henderson	Area Sales Manager	Ex JWP
16	Accounts?	Accounts	
17	Peter Sykes	Joint Managing Director	Ex JFS
18	Jack Webster	Home Sales Director & Industrial	Ex JWP







7th October 1968 Pre Merge Sales Conference at the Beech Hill Hotel, Windermere

J.W. PICKAVANT & CO. LTD. - J.P. SYKES (ST. AGNES) LTD.

Confidential Note to Members of Home Sales Force

Enclosed is a copy of the merger announcement which is being sent to all customers. Until 31st December you will be serving your present company but it is appreciated that you will have to operate in the light of this announcement.

The joint statement contains all the relevant information and it is not necessary for you to initiate any enquiries into the merger. If you are questioned you should refer to the joint statement and indicate that you have, as yet, no further information except that you have accepted an appointment with the new company. It is pointless, at this stage, to enter into any discussions on terms, discounts, supplies, sales support etc.

Leave definite

A special pre-Motor Show conference has been arranged and accommodation has been reserved for you.

Here are the details -

Place — Beech Hill Hotel, Windermere, Westmorland
3 miles south of Bowness-on-Windermere on A592 to Newby Bridge

Date — Arrive in good time for lunch on Monday 7th October.
Depart after lunch on Tuesday 8th October.

The purpose of this conference will be to enable the members of the Home Sales Force of S-P Tools Ltd. to become acquainted, to explain company policy and to discuss all aspects of future operation on the domestic market. Conference sessions will be held as necessary during Monday afternoon and Tuesday morning.

The Directors of S-P Tools Ltd. look forward to the pleasure of meeting you at Windermere on October 7th and in the meantime have every confidence in your representation during this transitional period.

Keynote of this conference must be 'looking forward'. It is an S - P Tools event and not, Pickavant and Sykes. To promote the right image it is essential that the organisation is faultless and the programme strictly followed. An inefficient or sloppily organised affair would be unthinkable.

The social side of the conference is particularly important as we have to change competitors into colleagues.

The business side of the conference should cover the following items:

P.R. Presentation by a M.D.

(1) The company must do a public relations operation by taking the sales force into its confidence with some measure of additional background information. We should amplify the reasons for the merger and sell the security, status and opportunities provided by the new company. The obvious inevitability of 'getting together' should be stressed and particularly the situation which could arise if overseas competitors launched in U.K. Also the export advantages in promotion. The predominantly 'complementary' nature of the two ranges should be emphasised. Explain pattern of company operation - organisation chart is essential. It is also essential to clearly indicate seniority and relative positions in the company. Also January 1st. stock and despatch arrangements.

(2) General Marketing Position - presumably Peter Hill

a) General pattern of new product range.
b) Details of new catalogue - dummy if possible.
c) Price List plans.
d) General sales policy of Factor Selling.
e) Situation created by removal of inter company competition.
f) S.A.B.R.E.
g) Plans for general announcement and new catalogue distribution on January 1st.
h) Anything else relevant!

(3) Sales Force Operation - presumably Jack Webster

a) Routine Factor Calls and representatives report system.
b) Factor support - car workouts, sales drives, shows etc.
c) Factor stock control and use of Sales Units.
d) Liaison work by Field Sales Manager
e) Duties of Executive Sales Manager and ~~Order Office Supervisor~~ Sales Order Manager (FSM)
f) Provide catalogues and any printed information on both tool ranges for taking away and study at leisure. No detailed technical talk is needed at present.

(4) Sales Force Expense arrangements etc. - presumably Fraser Butterworth

a) General level of travelling and expenses.
b) Details of - hotels, meals, lunches, telephones and charges, car fuels, and maintenance, entertaining including smokes and drinks, postages, stationery, air and rail.
c) Car policy including personal use, changing period,
d) Holidays, and any "due day" compensations.

(5) Home Sales Territories

This should be a presentation by P. Hill and J. Webster of tentative sales territories to the area managers. A scheme should emerge from such a discussion which is acceptable to all who are involved.

Final Notes - It is essential that everyone leaves this conference with a wholesale enthusiasm for S - P Tools. Everyone should be told to raise any queries or misgivings with one of the Directors during the conference period. It is understood that the Industrial division under Walter Douglas as Field Sales Manager would not necessarily be coverd by many f of the points in paragraphs two and three which are concerned with selling through motor factors.

2nd December 1968 letter to suppliers from JWP (a similar one was sent by JFS)

JAW

PICKAVANT

J W Pickavant and Co Ltd Whitmore Street Birmingham 18 England

Phone: 021-554 5571 Grams: Quikko, B'ham
Telex: Chamcom, B'ham 338024 (prefix Pickavant)

To all Pickavant Suppliers

Our Ref. PCM/PAO Your Ref. 2nd December, 1968

Dear Sirs,

Pickavant Merge

On 1st January, 1969 our Company is merging with J. F. Sykes (St. Annes) Ltd. We give you the following advance information and ask you to make special notes, particularly relating to closedown during Stocktaking.

TITLE

The new Company will be known as S-P Tools Ltd.

REGISTERED OFFICE

Warwick Works,
Kilnhouse Lane,
St. Annes-on-Sea,
Lancashire.

BIRMINGHAM WORKS

Whitmore Street,
Hockley,
Birmingham, 18.

OUTSTANDING ORDERS

Liability for all orders placed by Pickavant and outstanding at 1st January, 1969 will be accepted by S-P Tools Ltd.

DELIVERY INSTRUCTIONS

The Birmingham Works will continue to be responsible for manufacture of the Pickavant Range and all orders placed by Pickavant or S-P Tools Ltd., Birmingham, will be for delivery to Whitmore Street, Birmingham 18, unless other specific instructions are given.

cont'd.../

INVOICING PROCEDURE

After 1st January, 1969 all invoices to be made out to S-P Tools Ltd. and sent to Whitmore Street, Birmingham.

STATEMENTS

All Statements after 1st January, 1969 to be made out to S-P Tools Ltd. and to be sent to Warwick Works, Kilnhouse Lane, St. Annes-on-Sea. Payments will be from St. Annes-on-Sea.

PERSONNEL

Mr. L. Green is to be appointed Production Director. He will be operating from the Birmingham Works and will be responsible for buying all items in the Pickavant Range as at present.

STOCKTAKING

Because of the merge, it is essential that the following instructions are adhered to.

The Works will be closed for receipt of materials and goods from 4.45 p.m. on Friday, 20th December, until 8.0 a.m. Thursday, 2nd January, 1969. During this period no goods will be accepted.

Please do get in touch with Mr. Green if you have any queries.

Yours faithfully,
J. W. PICKAVANT & CO. LTD.

P. C. Mindelsohn
Managing Director

P.S. Please see that all December Invoices and the December Statement are sent to Pickavant at this address to be here by the very latest 10th January, 1969.

Note: By this point the J W P company had enlisted additional directors.

V R Simon, U R Smyth, T R Martin , M J Joseph, and a "NEW" Mindelsohn, G J Mindelson.

Why did J W Pickavant need to re-locate?

By 1968 J W P were in their 4th address - The first was the Quikko Works in Lombard St. The second was in Frederick St in the Jewellery Quarter, the third was in Bow Street and the 4th was Whitmore Street.

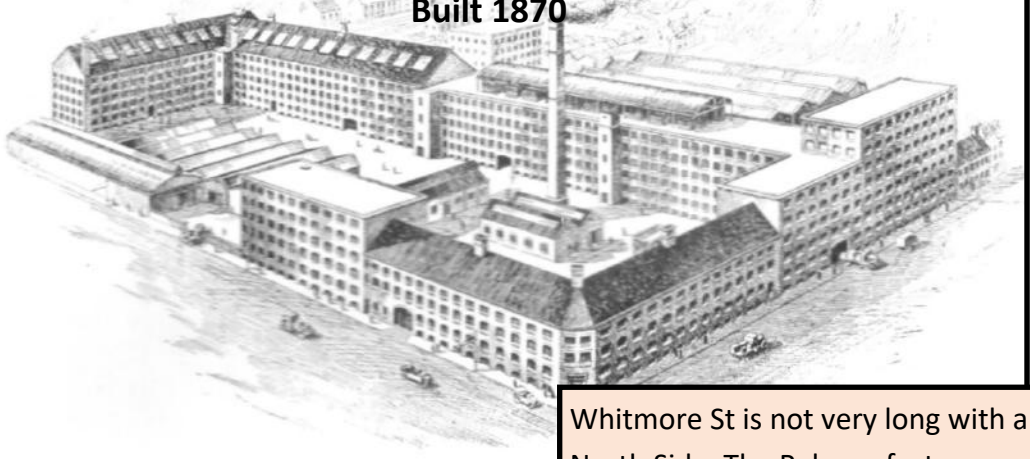
In truth non of these sites offered “modern” facilities! They were all old Victorian industrial buildings, and the last was in a run down area scheduled for demolition.

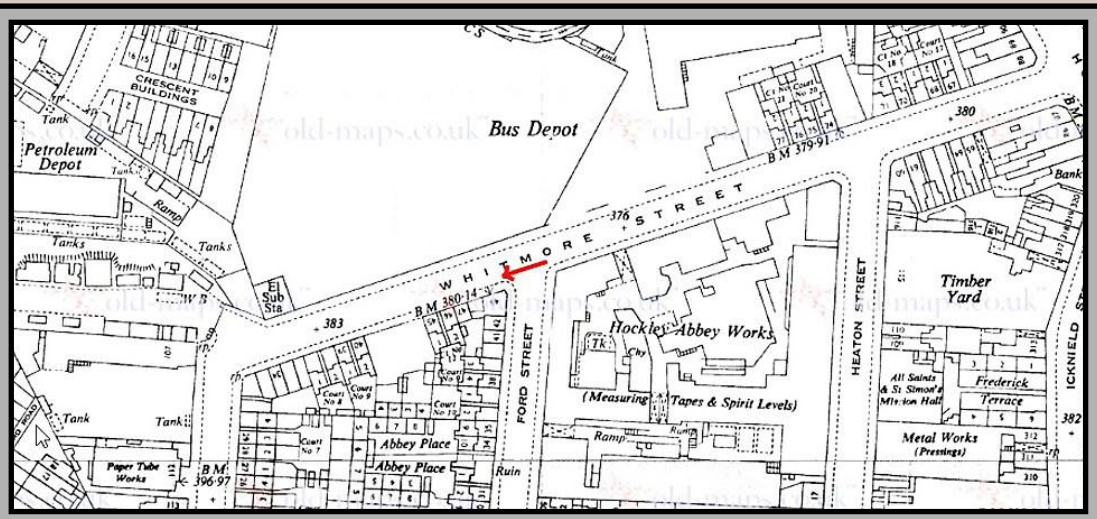
Interestingly the original John Rabone building occupied a huge site on Whitmore Street, the Hockley Abbey Works, which was vacated when they moved to Sheffield on their merger with Chesterman to form Rabone Chesterman famous for it’s measuring tapes and rules.

No doubt, the prospect of a brand new, purpose built, factory, warehouse and office in the pleasant surroundings and fresh air of St Annes on Sea and the Fylde Coast must have been irresistible for the merged SP!

John Rabone’s Hockley Abbey Works

Built 1870





Whitmore St is not very long with a Bus Depot occupying much of the North Side. The Rabone factory occupies a large site on the South. Other buildings on this map from 1955 are shown as houses. Is it possible that JWP occupied a section of the Rabone building?



Whitmore St in the 1960’s



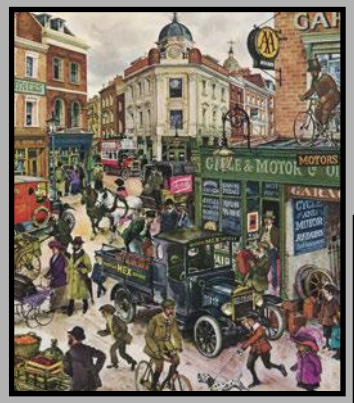
Bow St in the 1950’s



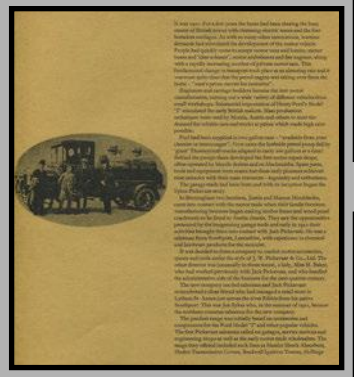
Whitmore St in the 1960’s

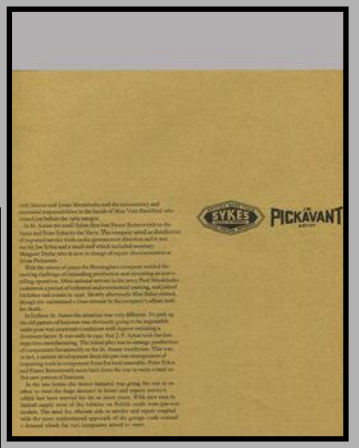
1971 Brochure celebrating the 50th Anniversary

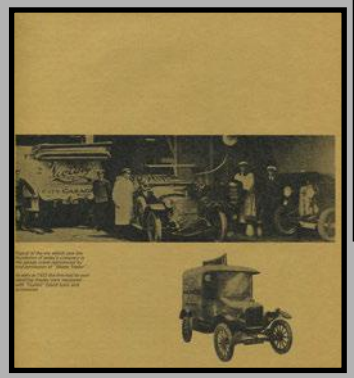
Read the full brochure in the Library

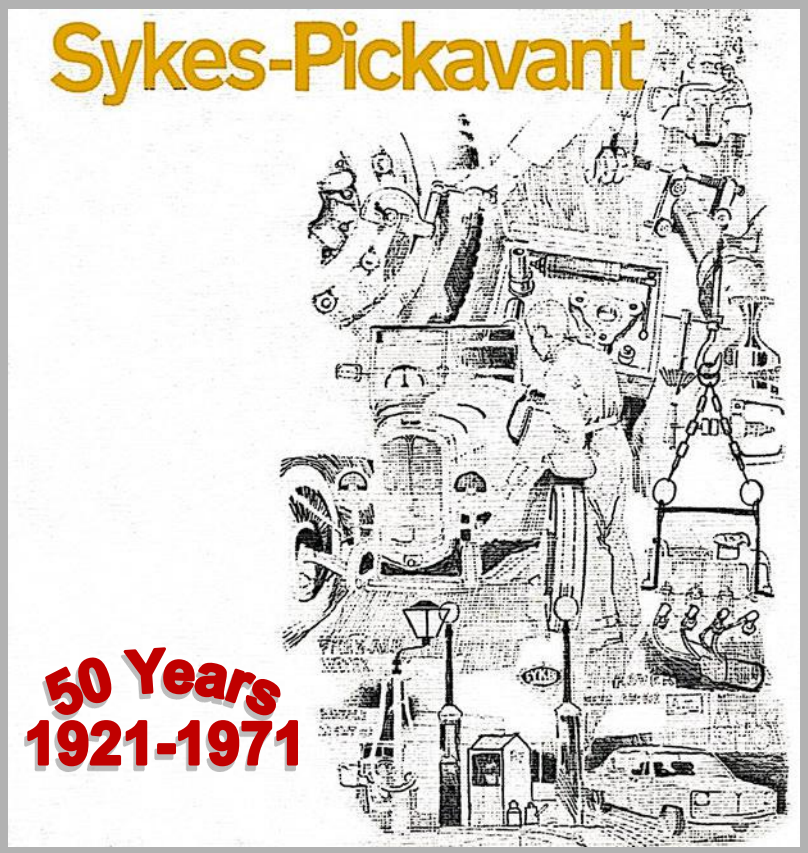




























Early 1970's & Computerization

Background context

After the 1968/69 merge Les Green moved to St Annes. Peter Farnell joined the newly merged Sykes-Pickavant in 1970 and the IBM system would have been the newly launched 370. This was the computer that established IBM's dominance through the 70's & 80's.





Extract from Les Green's journal

"At work, Peter Farnell, the company accountant, and I warmed to the task of putting the firm's house in order. Excessive orders were cancelled right, left and centre. The high priced Works Manager and the Technical Adviser were made redundant together with some of the works staff.

As Peter and I went along it became obvious that our manual office procedures were seriously out of date and that a high degree of technology was long overdue. We made our feelings known to the Board and were given the go ahead to investigate systems.

We chose IBM and both split our working time between Sale* (IBM HQ) *and the Fylde. It took us six months to master the computer language and install the sales, stock and invoicing programs ready for testing. We ran a series of in-house training sessions for staff and finally had a system which could deal with our invoices.

Peter and I had written computer programs of our own. His for the firm's statements and payments and mine for the complete control of stock and ordering. All of these worked so well that we were invited to take part in a promotional film for IBM and I contributed a long article for publication in the Institute of Directors' magazine on how to install a computer in a small firm."

Sykes-Pickavant Export Success

British Overseas Trade Board Export Dynamics Liverpool Conference

On Thursday 12th May 1977 the B.O.T.B. "Export Dynamics" conference took place at the impressive Adelphi Hotel in Liverpool. Attending were delegates from some hundred north-west companies–drawn from both management and shop floor. Participating were the export marketing principals from four companies in the area. The case studies had been scripted for live audio-visual presentation and the initial session dealt with the export success story of Sykes-Pickavant Ltd. The participants were Peter Hill–Director and General Manager and Bernard Dearden Sales Director who provided information and comments to the enquiring remarks of Brian Redhead, the celebrated television current affairs journalist. The exchange of comments on problems and methods in the various markets where Sykes-Pickavant operate were amplified by a multiple large screen visual display. Peter Hill and Bernard Dearden dealt with a very lively session of questions from delegates who were obviously able to identify with the problems and solutions faced by a company of this size.

H.R.H. The Duke of Kent left the conference after the Sykes-Pickavant presentation to return for lunch and to attend the final conference session. For the closing discussions the Duke was on the platform as Vice-Chairman of the B.O.T.B. with Sir Frederick Catherwood as Chairman, Mr. Jack Jones Secretary of the Transport and General Workers' Union and Lord Limerick, President of the Association of British Chamber of Commerce.



Bernard Dearden
Sales Director



Peter Hill
Director & General Manag-

In 1977 Peter Hill and Bernard Dearden participated in a British Overseas Trade Board event, ***"Export Dynamics"*** at the famous Liverpool Adelphi Hotel.

A case study on the success of Sykes-Pickavant in export markets was featured with the BBC journalist Brian Redhead leading the questioning.

The Duke of Kent and Union Leader Jack Jones also participated.



Sykes-Pickavant Export Success

CUSTOMERS AROUND THE WORLD

Sykes-Pickavant exported all around the Globe

Exports accounted for around 33% of all sales

The Export team languages - *French, German, Italian, Russian, Arabic, Dutch, Spanish*

EUROPE
Austria
Belgium
Canary isles
Cyprus
Czech Republic
Denmark
Finland
France
Germany
Gibraltar
Greece
Hungary
Iceland
Italy
Malta
Netherlands
Norway
Portugal
Spain
Sweden
Switzerland

MIDDLE EAST
Abu Dhabi
Bahrain
Doha
Qatar
Dubai
Egypt
Iraq
Israel
Jordon
Kuwait
Lebanon
Oman
Saudi Arabia
Syria
United Arab Emirates
Yemen

AFRICA
Botswana
Kenya
Libya
Nigeria
South Africa
Tanzania
Zimbabwe

FAR EAST, ASIA & INDIA
Hong Kong
India
Indonesia
Japan
South Korea
Malaysia
Pakistan
Seychelles
Singapore
Sri Lanka
Thailand

AUSTRALASIA & PACIFIC
Australia
Fiji
New Zealand

NORTH AMERICA
Canada
U.S.A.

CENTRAL & SOUTH AMERICA & CARIBBEAN
Barbados
Bermuda
Chile
Colombia
Costa Rica
Jamaica
Panama
St. Lucia
Trinidad and Tobago



The Cologne Hardware Fair



Australian Trade Mission

TRIDON FOR AUSTRALIA



Richard Lennox (L) and Peter Hill: pleased to do business.

In November 1986 Sykes-Pickavant appointed Tridon Proprietary Limited, whose head offices are in New South Wales, as their exclusive Factory Representatives and Warehouse Distributors for Australia.

Tridon are best known as quality manufacturers and distributors of industrial and automotive hose clamps, flasher units and wiper blades. As such, Tridon and Sykes-Pickavant have a lot in common. Both are involved in the manufacture and marketing of high-quality products on a worldwide basis with similar distribution networks, covering the automotive, industrial, hardware, agricultural and marine market segments. Richard Lennox, Managing Director of Tridon, Australia had this to say, "The combination of these mutual benefits will help to provide a unique service".

Peter Hill, Managing Director of Sykes-Pickavant, was equally enthusiastic when announcing the move to existing S-P customers, saying, "We sincerely appreciate the support which you have given Sykes-Pickavant, who have been so strong on the Australian market for over 30 years. Through the professional marketing and distribution support which you will receive from Tridon, we are confident that our business together can grow".



PARTNERS IN SUCCESS

Convincing the series on our overseas distributors, we took to Denmark, where Sykes-Pickavant is represented by Frank Horn Eftf, a company run by Knud Bech Andersen and Henrick Hebel, a splendid example of partnership in the real sense.

Originally, both worked alongside Mr. Frank Horn, whose company had connections with the Sykes company dating back to 1957. Henrick is in charge of purchasing and administration, whilst Knud heads the sales function. The two companies developed a strong friendship and sound commercial relationship, so that when Sykes merged with Pickavant, the Frank Horn company was the natural choice as representative for Sykes-Pickavant Limited. The relationship continued to prosper, with a steady growth over the years and then some 7 years ago Mr. Frank Horn chose to retire to Florida.

Henrick for several years can see that he is a student of life whose powers of observation and use of languages provide extremely useful tools in business. He never misses a trick and his interest in language means that he has no difficulty whatsoever in making it very clear to all what he thinks and what is required.

Knud, on the other hand, is known for his single-minded dedication to selling – an attribute which he radiates whether he be with customers, colleagues, or suppliers. Boundless enthusiasm keeps him going and ensures that the gospel of S-P is spread throughout the land. Working hard is not enough for this Viking, he must play hard too. This involves either racing his yacht around the islands or hunting deer and wild boar. Although of "mature" years, he has recently adopted skiing as a further activity, revelling in racing and often beating the youngsters.



To the relief and delight of all at Lytham St. Annes, Henrick and Knud decided to take the bull by the horns (so to speak), investing all their assets in the purchase of the company, and so preserved the contact with Sykes-Pickavant.

Over the last 7 years Henrick and Knud have steadily expanded their operation. Their warehouse just outside Copenhagen now carries a very comprehensive stock of the S-P range, which is complemented by other products from the Facom and Esco factories. Henrick provides the anchor in the office, expertly manipulating his suppliers into providing everything just in time with a steady and regular flow of orders, thereby ensuring the financial security of the business.

Knud, on the other hand, travels extensively through the three main islands of Denmark, his trusty Ford laden with samples, selling to wholesale and retail automotive customers and ensuring that they receive the professional level of service which Danish buyers expect.

As is often the case with successful partnerships, the two men are not alike. Henrick is cool and organised with an extraordinary ability for objective appraisal. He also has a remarkable eye for detail, as anyone who has watched his meticulous execution of an agreed policy will vouch for. Those who have known

From each 'partners in success' story, we try to draw a moral based on the reasons behind the successful relationships between S-P and its customers. In this case, rarely can two more dissimilar characters be found in Knud and Henrick. However, what they share is a common, clearly understood business objective. In addition, each man knows his own skill and aptitudes and each works to maximise their individual contribution to the business and to the partnership. The moral must therefore be: recognise your own strengths and those of your colleagues, use those strengths and build on them. We have.

CHRISTMAS CRACKERS

Father Christmas came around early this year when we launched our Yuletide promotion for UK distributors at the Automotive Trade Show. Chiefly aimed at the independent factor, the promotion offered a range of nineteen tools – from Spacemaker Tool Chests down to DIY hacksaws. Stocks of each line were limited and available on a first come first served basis. To support the promotion a point of sale poster and full colour leaflet were available. Did you get your copy?

PARTNERS IN SUCCESS

Partners in success is a phrase that sums up very well the special relationship shared by Sykes-Pickavant and Friweg. In this article, the first of a series of short customer profiles, we shall be running in S-P News, we aim to provide our customers around the world with a deeper understanding of how Sykes-Pickavant operates in different markets. What better place to start than in one of the toughest of all – West Germany.

In 1950, Fritz Wegner recognised that an opportunity existed for an enterprising young man to provide small businesses and tradesmen with a direct sales service for tools and other products. With assets of just 15 Deutschmarks and a pushbike, Fritz set out to create a new form of distribution channel and founded Friweg. Nearly 40 years later, Friweg is a very successful and substantial business employing over 100 regional salesmen plus some 200 independent agents. These cover the whole of West Germany and success is also being achieved in various export markets.

The highly trained and technically competent salesforce sell some 20,000 product lines to three distinct market sectors; Industry, Tradesmen (builders, carpenters, glaziers etc.); and automotive users (garages, brake specialists, coach builders etc.).

The association between Sykes-Pickavant and Friweg goes back some 20 years when Friweg first set up their automotive division. This was largely in response to the rapid growth of the West German motor industry. As in many business relationships, success stemmed from an ability to understand mutual needs and from that slightly curious personal chemistry that can exist between individuals.

Two individuals for whom this was so were Jo Henderson from S-P and Fred Zemlin from Friweg, who together played a major role in the development of Friweg's activities in the automotive market.

They certainly experienced the agony and ecstasy in the years of hard work, product



Fritz Wegner





training, exhibition demonstrations and trade evenings that created the platform for their success and both can now look back with some satisfaction at their achievement. Joe has now retired, and Harry Hogg, our European Sales Manager, has stepped eagerly into his shoes. Joe will be a hard act to follow, but that's why we chose Harry for the job. The future looks very promising.

There is also a moral to the story, which proves that success is not just a matter of having the right product, the right price and the right salesman. It also requires the ability to listen and understand. Fritz Wegner's philosophy goes right back to his very first customer, a carpenter who took the care to explain in detail the performance and features he required from his tools and from those who supplied them. Fritz understood that he was not just required to supply the hardware, he was also in the business of providing a service, backing up the sale and responding to customer needs. He also realised that 'the memory of bad quality, whether of product or service, last much longer than the shortlived benefits of a low price'. Hear, hear.

1977 Silver Jubilee Royal Visit

H.R.H. The Duke of Kent tours and congratulates Sykes-Pickavant Ltd



H.R.H. The Duke of Kent with Mr. Peter F. Sykes and Mr. Paul C. Mindelsohn, Joint Managing Directors.

A wide range of specialised tools for the trade

Sykes-Pickavant Ltd. manufacture a comprehensive range of quality service tools with numerous applications in the field of automotive and general engineering maintenance and repair work. The range divides into three distinct categories: tools for pulling and extracting; tools with garage and general workshop applications; craftsmen's tools for motor body repair.

Sykes-Pickavant products are distributed to the Automotive and Industrial Maintenance Engineer through all leading Motor Factor and Engineers' Merchants.

A substantial percentage of the Company's production is exported and a network of specialised distributors has been built up covering all parts of the world. Quality products are worthy of first-class presentation and promotion and the Sykes-Pickavant range is supported by informative and well illustrated catalogues, brochures and leaflets.

Sykes-Pickavant can proudly claim to be the market leaders, serving the Automotive and Industrial trades for over half a century.

PULLING & EXTRACTING TOOLS

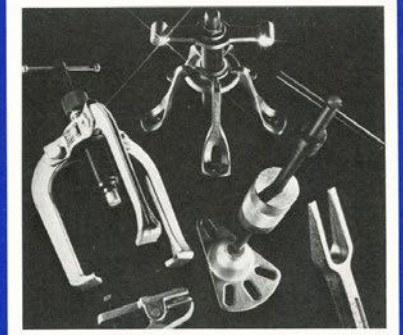
This range provides a wide selection of pullers and extractors required by Maintenance Engineers in the automobile, marine, engineering, agricultural and aircraft industries. Included are mechanical and hydraulic Gear and Bearing Pullers, Hub Pullers, Flywheel Pullers; many special automotive pulling tools and a range of Heavy Duty Pullers for Industrial use.

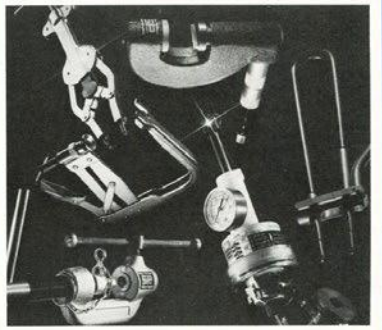
GARAGE SERVICE TOOLS

The tools with garage and general workshop applications vary from Valve Spring Compressors, Valve Re-seating Sets and Piston Ring Clamps to Cooling System Testers, Circlip Pliers, Tube Flaring Sets. Some, with specific automotive applications, are essential in the garage which is striving to give speedy and efficient service, whilst all will answer numerous problems in engineering workshops.

PANEL BEATING TOOLS

The motor body repair range has been compiled with great care and considerable understanding of the highly specialised and individual work of the panel beater. The range of Hammers, Dollies, Spoons, Files and many miscellaneous tools meet the need of every body repair specialist.







SP TOOLS

Sykes-Pickavant Ltd

Warwick Works, Kilnhouse Lane, Lytham St. Annes FY8 3DU. Lancashire, England.
Telephone: St. Annes 725173 (STD 0253)
Telex: 67157 Cables: Tools St. Annes

Designed and printed by John Bentley Ltd., Todmorden, Lancashire.

A Royal Occasion to mark the Silver Jubilee Year of 1977

Sykes-Pickavant was selected by the British Overseas Trade Board as one of four companies in north-west England to be case studied in respect of their success in export selling. This study formed the basis of a dramatised presentation at the 'Export Dynamics' Conference held in Liverpool on 12th May 1977.

On the day prior to the conference the company was honoured by a visit from H.R.H. The Duke of Kent.

The Duke arrived in an aircraft of the Queen's Flight at Squires Gate Airport on Wednesday 11th May at 11-0 a.m. Ten minutes later he was being welcomed to the Sykes-Pickavant works by the Managing Directors, Peter F. Sykes and Paul C. Mindelsohn. His Royal Highness joined the company's directors for coffee in the Board Room and was then conducted on a tour of the works.

In the course of the tour several staff and works members were presented to the Duke who also engaged many others in lively conversation. The Duke was accompanied by the Overseas Trade Board's Chief Executive, Mr. S. D. Wilks, the Vice Lord Lieutenant of the County of Lancashire, Captain Michael Fitzherbert-Brockholes, and the Fylde Borough Mayor, Councillor Harry Cartmell.

An hour later H.R.H. The Duke of Kent took his leave after complimenting the company on its fine export performance which has classed this comparatively small specialist company among the giants of industry.



The Fylde Borough Mayor, Councillor Harry L. Cartmell presents, D. Managing Director Paul C. Mindelsohn, to H.R.H. The Duke of Kent, as he arrives at the works.



H.R.H. The Duke of Kent signing the visitors book in the Board Room.

The Royal Visit of H.R.H. The Duke of Kent to Sykes-Pickavant Limited

The Conference certainly indicated that management, staff and works personnel were tackling the export drive with real determination and enterprise. It tends to be the bad things in life that make the headlines—but this conference was full of good news. Here at Sykes-Pickavant we are proud to be part of this good news.



Export consignments awaiting shipping instructions in the despatch warehouse.

Works Tour

In his tour of the works H.R.H. The Duke of Kent saw the factory, stores and offices under normal working conditions. We are fortunate in being able to operate in a modern, purpose built plant and little special preparation was required apart from a brief tidying-up operation. Everyone felt very aware of the great honour being accorded to our company and certainly rose to the occasion with 'jubilee' splashes of colour in clothing and decoration. Those who accompanied the Duke throughout the tour were left with the very clear impression that whilst this visit was made by a member of our Royal Family—it was also made by a very well informed and knowledgeable Vice President of the British Overseas Trade Board.

Photographic acknowledgements to West Lancashire Evening Gazette and the Central Office of Information.



In the Display and Sales Training Department the Duke talks with Howard Shute, Technical Manager. To the left Peter D. Pfister, Publicity Manager.



The newly introduced 'Speedline' range of auto tools for the home mechanic being shown to the Duke by Home Sales Manager John R. McMillan.







H.R.H. The Duke of Kent touring the works with the Joint Managing Directors.



Sales Director Bernard Dearden presenting the Sykes-Pickavant product range to the Duke.

British Overseas Trade Board Export Dynamics Liverpool Conference

On Thursday 12th May 1977 the B.O.T.B. "Export Dynamics" conference took place at the impressive Adelphi Hotel in Liverpool. Attending were delegates from some hundred north-west companies drawn from both management and shop floor. Participating were the export marketing principals from four companies in the area. The case studies had been scripted for live audio-visual presentation and the initial session dealt with the export success story of Sykes-Pickavant Ltd. The participants were Peter Hill—Director and General Manager and Bernard Dearden Sales Director who provided information and comments to the enquiring remarks of Brian Redhead, the celebrated television current affairs journalist. The exchange of comments on problems and methods in the various markets where Sykes-Pickavant operate were amplified by a multiple large screen visual display. Peter Hill and Bernard Dearden dealt with a very lively session of questions from delegates who were obviously able to identify with the problems and solutions faced by a company of this size.

H.R.H. The Duke of Kent left the conference after the Sykes-Pickavant presentation to return for lunch and to attend the final conference session. For the closing discussions the Duke was on the platform as Vice-Chairman of the B.O.T.B. with Sir Frederick Catherwood as Chairman, Mr. Jack Jones Secretary of the Transport and General Workers' Union and Lord Limerick, President of the Association of British Chamber of Commerce.









H.R.H. The Duke of Kent touring the works with the Joint Managing Directors.



Sales Director Bernard Dearden presenting the Sykes-Pickavant product range to the Duke.

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1977 "Speedline" is launched

Do you remember laying under your car on a Sunday trying to change the exhaust or fix a problem?

With the car jacked up on some old bricks and with rust and dirt dropping in your eyes.

That was how generations of motorists kept their old Mini's & MGB's on the road. That was a feature of car ownership for 70+ years. "DIY" it was called. And we enjoyed it ! (Really !!)

To do those jobs required specialist tools and SP was quick to respond to the need.



A high street retailer called Halfords also recognised the need. Halfords had been around since the late Victorian period and was well known for cycles & accessories.



Using a selection of the most popular service tools, with some cost savings to keep the prices as low as possible, a range was created to fill a 4 foot display stand in Halfords.

1977 "*Speedline*" is launched

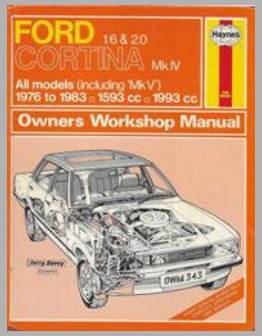
Speedline found a wider market than just Halfords.
In the 1970's there were also many independent high street shops selling car accessories, parts and tools.
A national network of over 30 Cash and Carries emerged to supply these shops.

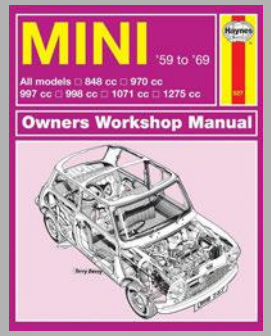


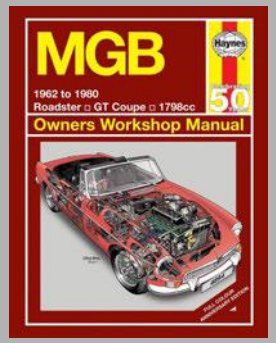
DIY was booming. Car DIY was a popular weekend pursuit, whether simply keeping your car on the road or tweaking it with accessories and improvements. Cars were still fairly simple to work on and the mysteries of electronic engine management and emissions controls had yet to arrive.











Haynes Manuals were in full swing with plenty of popular magazines to support the D.I.Y. enthusiast.

SP supplied Haynes with many tools for use in creating their workshop manuals.

John Haynes was also a friend of John McMillan and John was a regular guest at Haynes hospitality golf tournaments.





1964 Monte Carlo winner, and automotive legend, Paddy Hopkirk, capitalised on his success, creating the very popular "Paddy Hopkirk" range of automotive products.



SP often exhibited alongside Paddy's stand at Earl's Court and Olympia.

SP Sales Manager and "champion" of the Speedline brand John McMillan was a personal friend of Paddy.







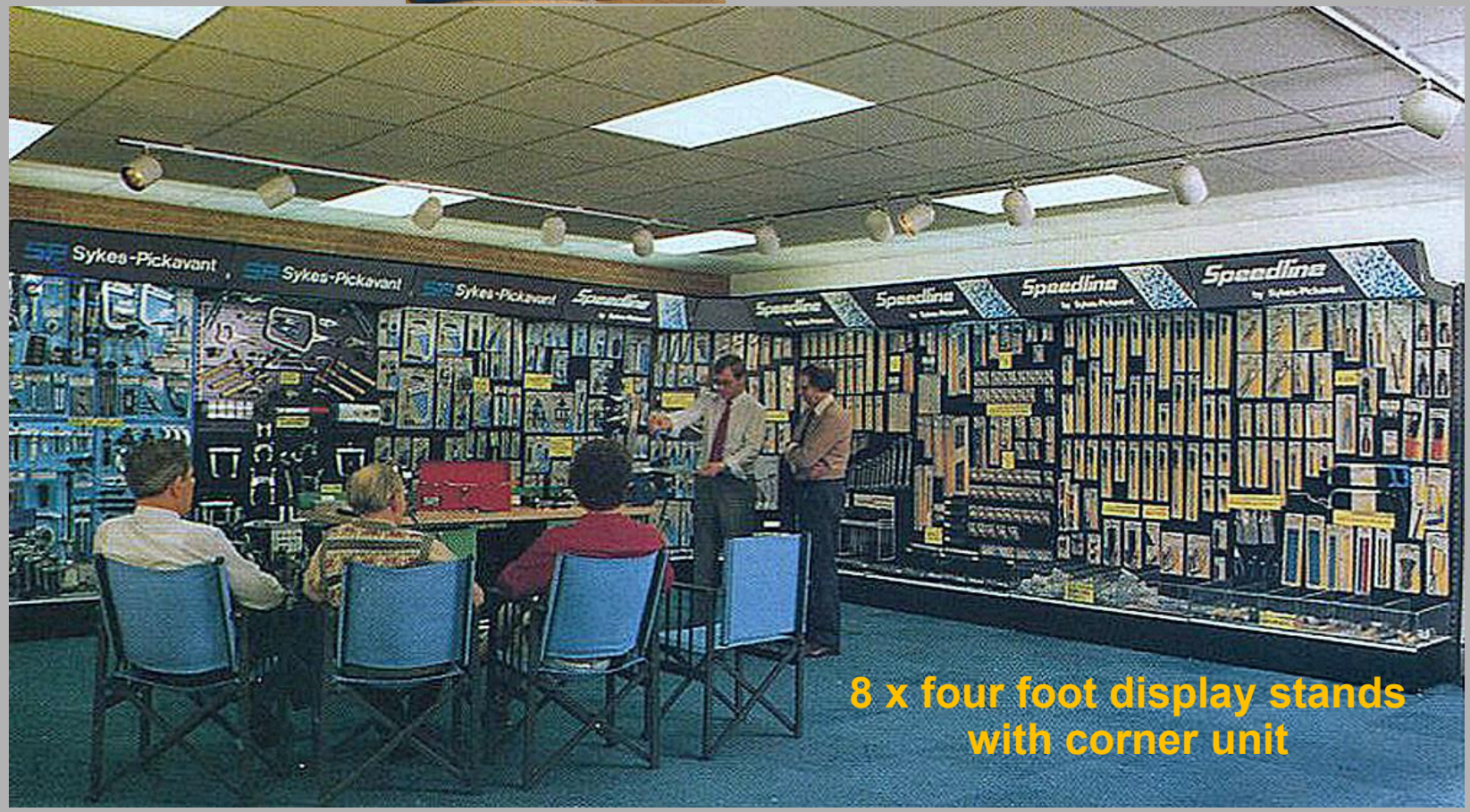
1977 "*Speedline*" is launched

When Speedline was launched in 1977 a new form of packaging was required. The "brown boxes" used for trade tools needed to be replaced with retail packaging. This was the design for the original launch—"skin packed" with new equipment installed at St Annes.





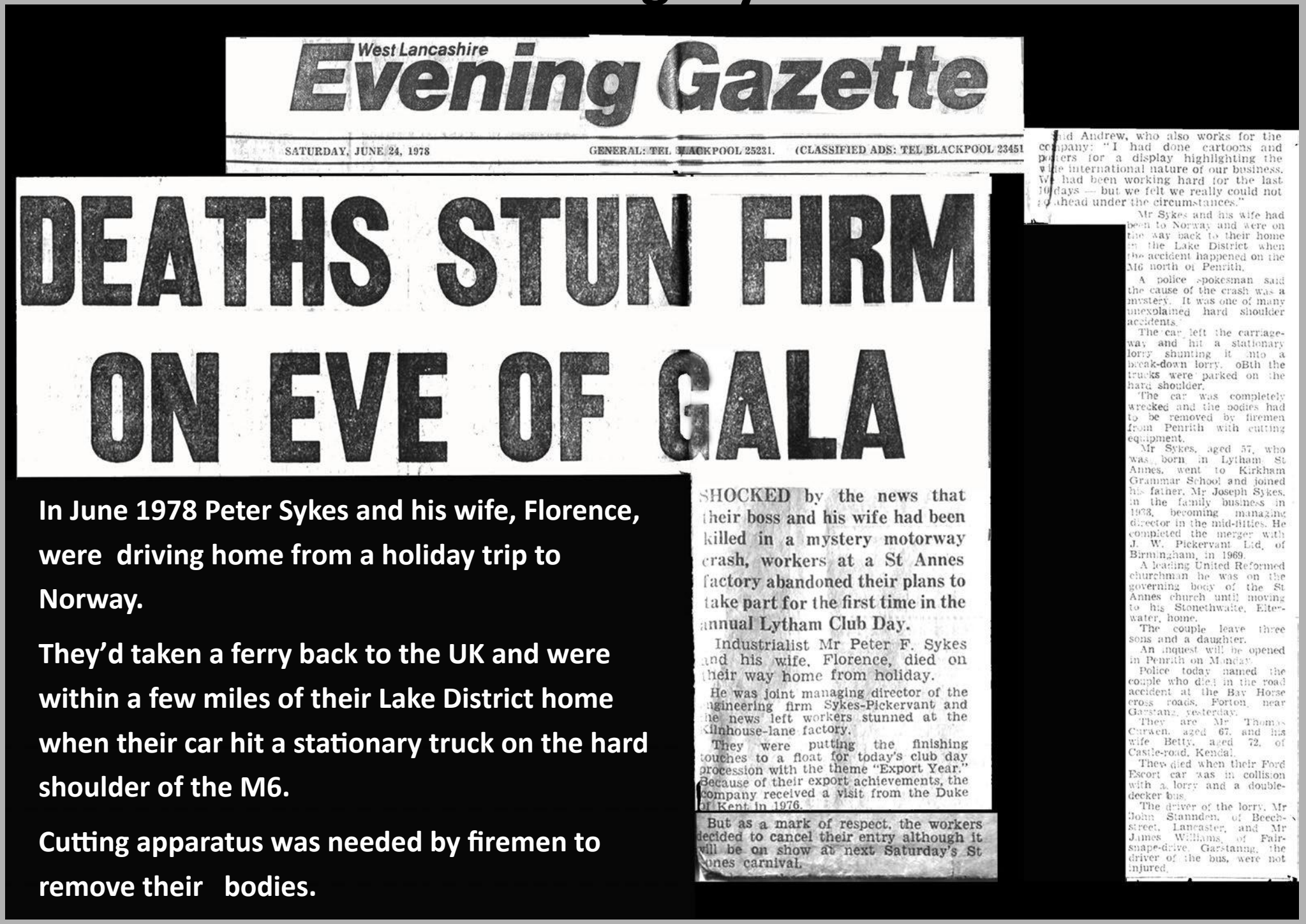
In the 1980's the range was facelifted and a new " tyre tread" design was created. SP commissioned a top Graphic Design Studio, John Marsh of Covent Garden, for this major exercise.



More on Speedline In Generation 3

More on Speedline In Generation 3

June 1978 Tragedy Strikes



West Lancashire Evening Gazette

SATURDAY, JUNE 24, 1978 GENERAL: TEL BLACKPOOL 25231. (CLASSIFIED ADS: TEL BLACKPOOL 23451

DEATHS STUN FIRM ON EVE OF GALA

SHOCKED by the news that their boss and his wife had been killed in a mystery motorway crash, workers at a St Annes factory abandoned their plans to take part for the first time in the annual Lytham Club Day.

Industrialist Mr Peter F. Sykes and his wife, Florence, died on their way home from holiday.

He was joint managing director of the engineering firm Sykes-Pickervant and the news left workers stunned at the Kilnhouse-lane factory.

They were putting the finishing touches to a float for today's club day procession with the theme "Export Year." Because of their export achievements, the company received a visit from the Duke of Kent in 1976.

But as a mark of respect, the workers decided to cancel their entry although it will be on show at next Saturday's St Annes carnival.

...id Andrew, who also works for the company: "I had done cartoons and posters for a display highlighting the wide international nature of our business. We had been working hard for the last 10 days — but we felt we really could not go ahead under the circumstances."

Mr Sykes and his wife had been to Norway and were on the way back to their home in the Lake District when the accident happened on the M6 north of Penrith.

A police spokesman said the cause of the crash was a mystery. It was one of many unexplained hard shoulder accidents.

The car left the carriageway and hit a stationary lorry shunting it into a break-down lorry. oBth the trucks were parked on the hard shoulder.

The car was completely wrecked and the bodies had to be removed by firemen from Penrith with cutting equipment.

Mr Sykes, aged 57, who was born in Lytham St Annes, went to Kirkham Grammar School and joined his father, Mr Joseph Sykes, in the family business in 1938, becoming managing director in the mid-fifties. He completed the merger with J. W. Pickervant Ltd. of Birmingham, in 1969.

A leading United Reformed churchman he was on the governing body of the St Annes church until moving to his Stonethwaite, Elterwater, home.

The couple leave three sons and a daughter.

An inquest will be opened in Penrith on Monday.

Police today named the couple who died in the road accident at the Bay Horse cross roads, Forton, near Garstang, yesterday.

They are Mr Thomas Curwen, aged 67, and his wife Betty, aged 72, of Castle-road, Kendal.

They died when their Ford Escort car was in collision with a lorry and a double-decker bus.

The driver of the lorry, Mr John Stannden, of Beech-street, Lancaster, and Mr James Williams, of Fairsnape-drive, Garstang, the driver of the bus, were not injured.

In June 1978 Peter Sykes and his wife, Florence, were driving home from a holiday trip to Norway.

They'd taken a ferry back to the UK and were within a few miles of their Lake District home when their car hit a stationary truck on the hard shoulder of the M6.

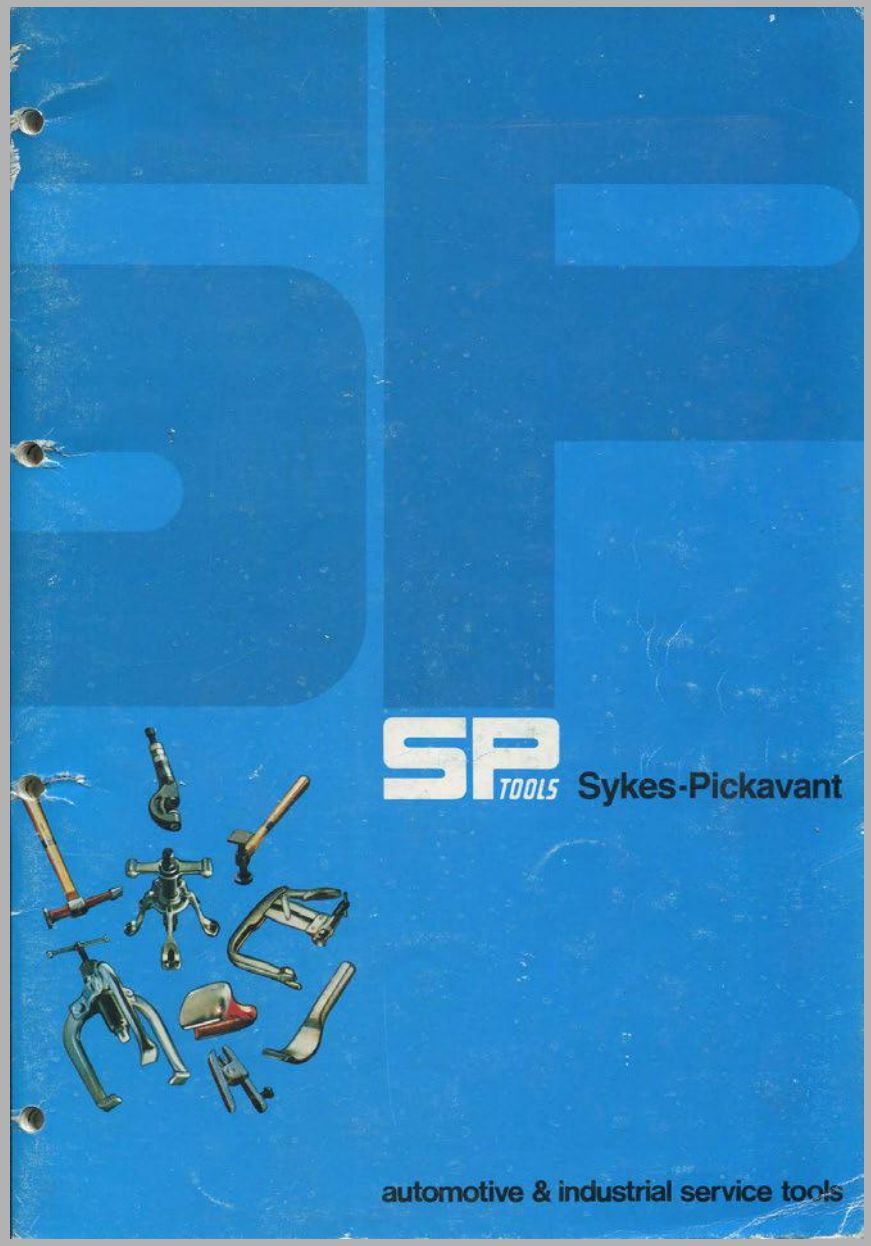
Cutting apparatus was needed by firemen to remove their bodies.

The 2nd Generation transitions into the 3rd Generation

1982 and the launch of Catalogue SP10 provides a convenient milestone to mark the slow transition from the 2nd to the 3rd Generation.

There was considerable overlap between these generations but from 1982 new people were recruited into management and director positions.

The 1980's also marked the start of substantial evolutions to the product range.



The first major development of the product range was the huge expansion of the Speedline range. From an embryonic range of around 100 service tools in 1977, the company introduced, in stages, hundreds of professional quality hand tools.

Then the company became "public" with a PLC listing.

Next came "SP Diagnostics" which built on the traditional, and very popular, gauge based products and expanded into the emerging world of electronic diagnostics.

Sykes-Pickavant Archive 100

Corrections and additions

This story has been a complex jigsaw to piece together and verify.

If you have any corrections or additions we'd be very happy to receive them.

"To preserve and promote the 100-year legacy of the Sykes-Pickavant brand, products and people."

Many people have contributed to the evolution of this unique business over 12 decades,

From it's early roots in 1918 with Great War veterans, right through to 2025 where a new generation are continuing to keep the story alive. To quote the new owners:

" As the current owners of Sykes Pickavant we feel a huge responsibility on our shoulders to protect the legacy of this iconic British brand and more importantly preserve all its history going forward as the generations change."

The Generation 2 chapter concerns the 30 year, post WW2 period from the 1950's though to the early 1980's.

Generation 3 picks up the story from the early 1980's through to the 2000's.

GENERATION 3 - Key Events & Achievements

1985/6 Speedline Hand Tools Launch

1991 SP Diagnostics Launch & New Diagnostics R&D + Manufacturing

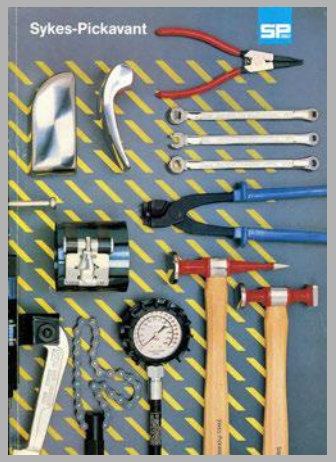
Many innovative Service Tools created

Huge organisational changes - Home/Export Sales, Customer Service, After Sales, Training, Marketing

"In House" Marketing Studio - Literature, Packaging, Exhibitions, Direct End User Marketing

PLC Launch & 8 Company Acquisitions

1980’s - 2001



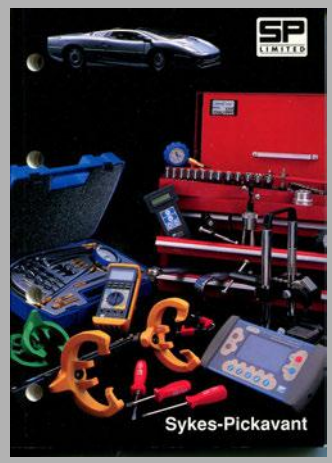
1986
SP12



1989
SP14



1992
SP15



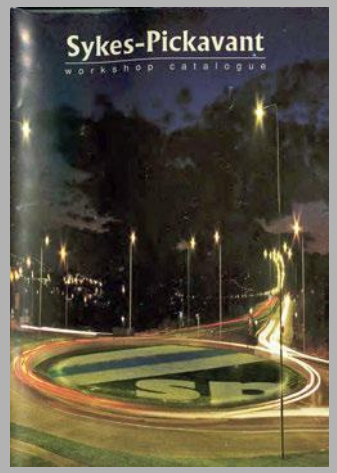
1996
SP16



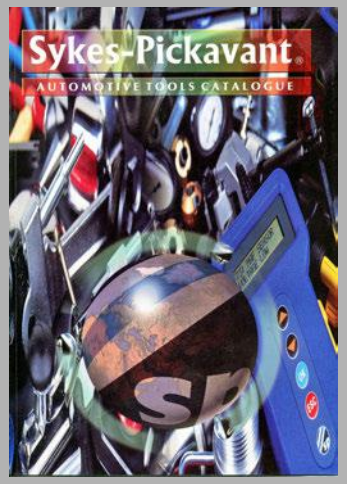
1998
SP17



1998
Workshop
No1 for
End User



1999
Workshop
No2 for
End User



1999
SP17.5



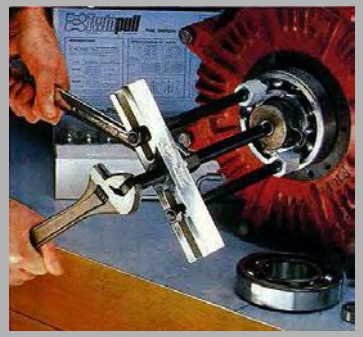
2000
Workshop
No3 for
End User



2001
SP18

Tool Innovation & Creativity
1980's & 1990's

Twinpull
Made in England World patents Pending



Bearing Puller







Cooling System Testers



Cylinder Leakage Tester





Neway Valve Tools





Motorq Torque Wrenches



Brake Pipe Flaring Tools







Fuel Injection & Compression Testers





Brake Bleeders

DITA Diesel Injector Tester





Timing Tool Sets



Coil Spring Compressors





Brake Cylinder Wind Back Tools



Circlip Tools



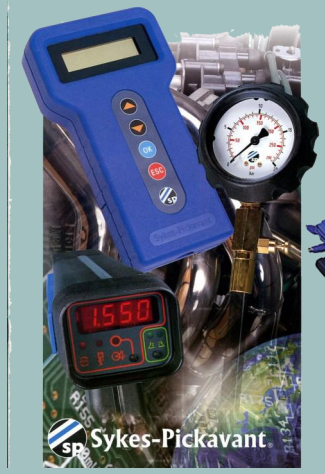


Vacuum & Pressure Tester

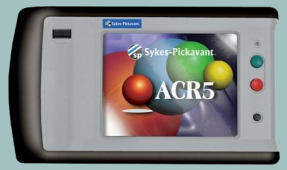
Diagnostic Tools Range

Diagnostics Innovation & Creativity

1980's & 1990's









5 Generations of "ACR" Scan Tools



SMART - "do it all" tool





Engine Analysers



Sensor Stimulation & Testers

Petrol & Diesel Exhaust Analysers













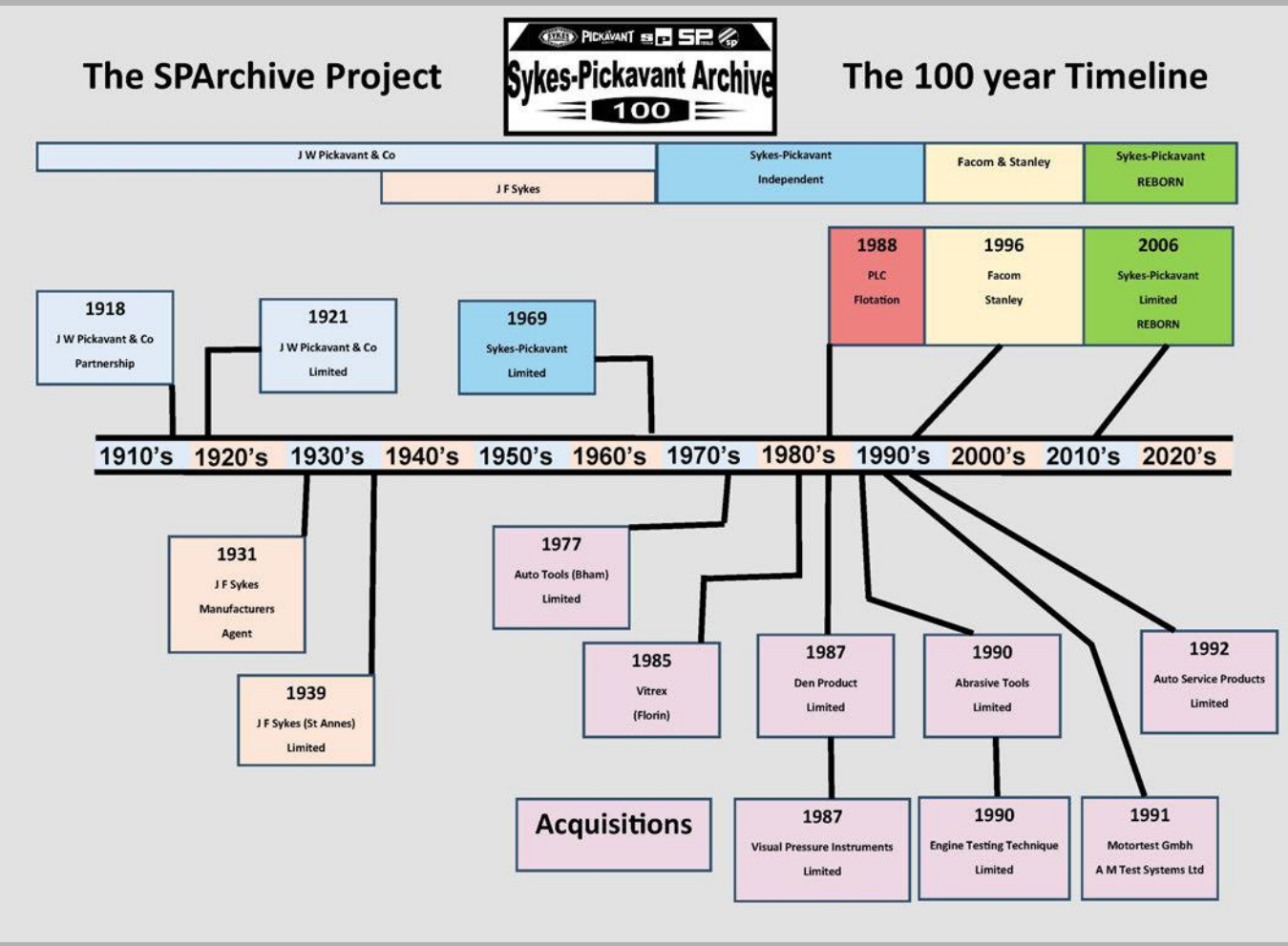


Multimeters & Hand Held Scopes



SP Acquisitions

The 1980's & 90's proved to be busy decades for company acquisitions as the Group sought to diversify into new markets and embrace new technologies. Vitrex was an interesting step away from Automotive and into the rapidly growing Household DIY sector & "shed" retailers.



CORE TOOL MANUFACTURING

1977 Auto Tools

1987 Den Products

GAUGE MANUFACTURE

1987 Visual Pressure Instruments

HOUSEHOLD DIY

1985 Vitrex (Florin)

1990 Abrasive Tools

AUTO DIAGNOSTICS TECHNOLOGY

1990 Engine Test Technique

1991 A M Test Systems

1991 Motortest Gmbh

1992 Auto Service Products

Other key events of the 1980's & 90's

The 1980's was a busy period ! Acquisitions, PLC Launch, Awards, Skill Olympics…….


FLORIN LIMITED

In July 1985 S-P Tools (Holdings) Ltd acquired Florin Limited, a London-based company specialising in tools for the DIY market. Florin Limited was founded in 1942 by Gaston Florin, who had wisely left Rumania in 1938. He started the company with just £300 saved from his first job in England. Throughout the war the company carried out subcontract light engineering work and during this period much of their machinery was home-built as machine tools were virtually unobtainable.

After the war a new range of products was developed, such as glaziers diamonds (the source of the brand name Vitrex), countersinking cutters, paint-scrapers, bar-cramps, propelling pencils, lighter-wheels etc. – small tools and household products being marketed via an associate company.

In the early 50s, the company experienced an increasing demand for its products and was only starting to be developed. This led to the establishment of a sizeable injection-moulding shop to meet the company's own needs and to cope with subcontract trade work. This was the start of Plymould, which now forms a sub-division within the company, selling moulding machines to industry.

Throughout the 50s and into the 60s, the demand for Vitrex and Plymould products increased rapidly. The company outgrew its Holloway Road premises and in 1962 work started on a completely new building on the present site in Caledonian Road. Just a little later, in 1964, Nigel Ayliffe, a chartered accountant, joined the company to cope with the continuing growth and potential. He is now Managing Director.

Vitrex is an established brand name associated with high quality specialised hand tools for the DIY market. The bright and attractive packaging stands out in any merchandising environment and has a strong presence in well known DIY superstores, hardware stores and specialist tiling centres.

Gaston Florin retired from the business in 1980. With Florin Limited now a premier part of the Sykes-Pickavant Group, plans to further develop the Vitrex range and market share are well advanced.

1985 Vitrex (Florin) acquired



1989
1500 Series
25 years


DEN PRODUCTS LIMITED

Reg Rowe

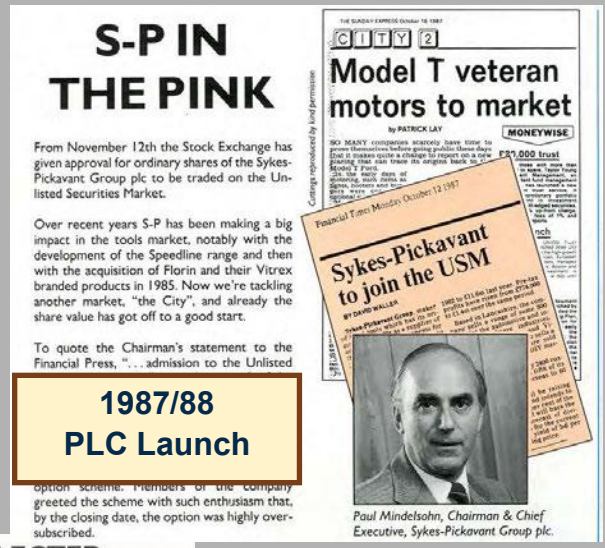
Growth is always an important consideration at Sykes-Pickavant and that encompasses not simply products and markets but companies as well. Further expansion of the S-P Group has been achieved by the recent acquisition of Den Products Limited.

Occupying a 10,000 sq.ft. factory in Birmingham, the company was established in 1962 and currently employs about 40 people. Their business is the supply of precision-turned parts, mainly non-ferrous, for a wide range of customers.

Reg Rowe, Works Director of Auto-Tools (B'ham) Limited, our other Midlands-based company, has been appointed Technical Director of Den and will now divide his time between both companies.

Whilst the two companies will operate independently, it is anticipated that their complimentary services will be of great benefit to the continuing development of the group as a whole.

1987
Den Products
Acquisition


S-P IN THE PINK

From November 12th the Stock Exchange has given approval for ordinary shares of the Sykes-Pickavant Group plc to be traded on the Unlisted Securities Market.

Over recent years S-P has been making a big impact in the tools market, notably with the development of the Speedline range and then with the acquisition of Florin and their Vitrex branded products in 1985. Now we're tackling another market, "the City", and already the share value has got off to a good start.

To quote the Chairman's statement to the Financial Press, "…admission to the Unlisted … option scheme. Members of the company greeted the scheme with such enthusiasm that, by the closing date, the option was highly oversubscribed.

CITY 2

Model T veteran motors to market

by PATRICK LAY

MONEYWISE

£21,000 trust

Financial Times Monday October 12 1987

Sykes-Pickavant to join the USM

BY DAVID WALLER

Paul Mindelsohn, Chairman & Chief Executive, Sykes-Pickavant Group plc.

1987/88
PLC Launch



1988
Garage Equipment News
"GEN Bird"
(not very SP!)


MAKING THE RIGHT IMPRESSION

At S-P we have always had an extremely good relationship with the press, which has been developed over the years – usually at exhibitions such as the Motor Show – since we are rather a long way from what the press consider to be civilisation! On appointing HPS, our advertising and PR agency, we were not too surprised that they suggested that one of the first things we should do is get the "mountains to come Mohammed" and entertain members of the press here on our home ground, to let them get a first-hand impression of all aspects of our operation.

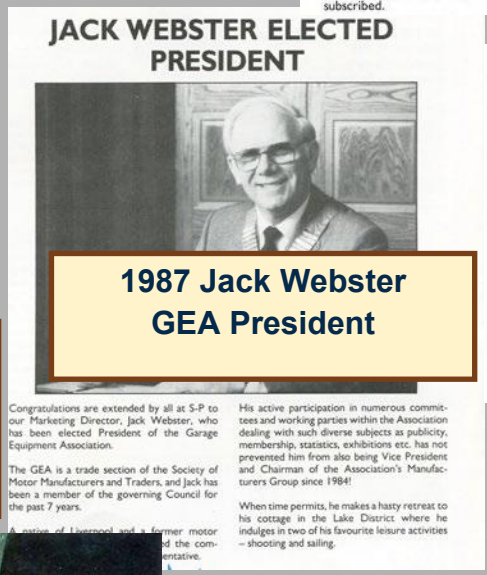
Then we realised we wanted them to see Auto Tools (B'ham) Limited our manufacturing plant as well, which started to have the makings of a very long day. This was quickly overcome by hiring a small plane out of Oxford and flying to Birmingham, from Birmingham to Blackpool, and from Blackpool back to Oxford quite comfortably in the day. Two similar visits have taken place so far and some of those who have enjoyed our hospitality include Art Marcus, Cars and Car Conversions; Chris Horton, Classic Car Mechanics; Rodney Jacques, Practical Motorist; David Walker, Fast Car; Nick Collins, Autotrade; Steve Seals, Car Mechanics; Pete Merritt, Autotrade; and Chris Hales from Motor Trader.

Picture shows the departure of SP flight from Blackpool to Oxford. L to R: Art Marcus – Car & Car Conversions; Rodney Jacques – Practical Motorist; Chris Horton – Classic Car Mechanics; Jack Webster, Marketing Director; Dave Walker – Fast Car and Peter Farnell, Financial Director.

1987 Journalists
Factory tour



1986
Speedline Suppliers
Celebration Dinner
Cologne


JACK WEBSTER ELECTED PRESIDENT

Congratulations are extended by all at S-P to our Marketing Director, Jack Webster, who has been elected President of the Garage Equipment Association.

The GEA is a trade section of the Society of Motor Manufacturers and Traders, and Jack has been a member of the governing Council for the past 7 years.

His active participation in numerous committees and working parties within the Association dealing with such diverse subjects as publicity, membership, statistics, exhibitions etc. has not prevented him from also being Vice President and Chairman of the Association's Manufacturers Group since 1984!

When time permits, he makes a hasty retreat to his cottage in the Lake District where he indulges in two of his favourite leisure activities – shooting and sailing.

1987 Jack Webster
GEA President


OFF TO OZ

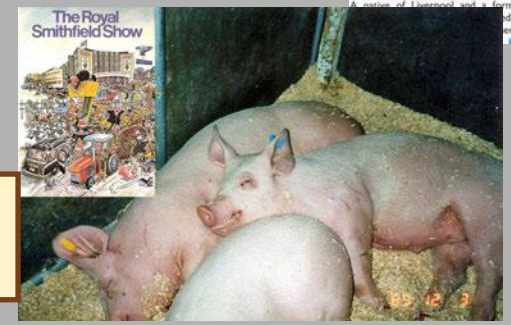
Marketing Manager, Greg Norris, presents Andrew Delaney with an S-P tool kit. Andrew is the UK entry for the mechanics event in the Skill Olympics, to be held in Sydney, Australia in February 88.

The Skill Olympics is a regular event, last held in Japan, involving around 25 nations and 35 trade skills. Andrew was selected to represent the UK from over 5000 young mechanics who were submitted to a rigorous series of written tests, interviews and 'practicals' conducted by the Road Transport Industry Training Board.

For the last 2½ years since completing his apprenticeship, Andrew has been working for Thomas Startin, a long established Austin Rover dealer in Birmingham. Tremendous support has been given to Andrew by his employers and brush-up training is being freely given in the UK by companies such as Austin Rover, Volvo, Toyota, Mercedes and Nissan as well as the R.T.I.T.B. of course.

All at S-P wish Andrew every success, and we look forward to following his progress in the New Year. G'day sport. Hope it goes Bonzer.

1987
Skill Olympics



1989
Royal Smithfield



1987
Best Garage Product
Award
2nd year running !

Other key events of the 1980's & 90's

Top customers and suppliers were frequent guests at Stanway House in the Cotswolds in the 1980's.

Clay Pigeon Shooting at Stanway House With Olympic Shot Ian Coley









Other key events of the 1980's & 90's

Clay Pigeon Shooting at Stanway House With Olympic Shot Ian Coley













1987 Gleneagles Golfing

John McMillan enjoyed his golf, especially when a guest of customer Maccess, or Haynes Manuals

1987 Maccess Gleneagles



Speedline sponsored hole





Jack Webster & John McMillan





1990 Blackpool Gazette feature

Sykes-Pickavant
for all that's best in-

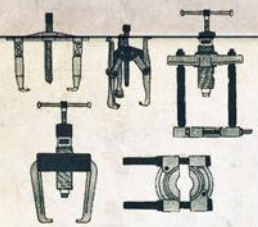
GARAGE SERVICE TOOLS:



DIAGNOSTICS:



PULLING & EXTRACTING:



BODY REPAIR:



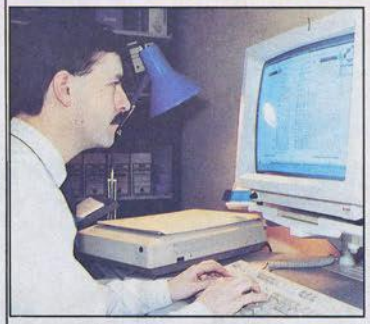
HAND TOOLS:



Sykes-Pickavant Ltd.
Kilnhouse Lane, Lytham St. Annes,
Lancs. FY8 3DU
Sales Tel: 0253 713377 Telex: 67157
Tel: 0253 721291 Fax: 0253 713076

COMPANY PROFILE

MOTORING INTO THE 90s





ABOVE: Graphic designer Martin Gallagher, at the keyboard of his computer in the market administration department

RIGHT: Peter Brown, technical director at Engine Testing Technique Ltd, testing diagnostic equipment

BELOW: Technician Michael Dixon tests diagnostic equipment





LEFT: Product manager Steve Davies (left) with Bob Wilson, director of UK sales, and (right) field sales manager Neville Price, discuss one of the diagnostic products

BELOW: Works manager John Cross (left) watching Ross McCalman and Emma Kelday blister packing



Pictures by JOHN EDMONDSON

Toomakers aim for new markets

By JOHN DULLENTY

WHEN toolmakers Sykes-Pickant announced annual figures a few days ago, it was a surprise to no one in the trade that in the face of difficult trading conditions the company had continued to make excellent progress.

Even competitive pressures and the huge burden of sharply increased interest rates could dampen advancement of this increasingly important company.

Its £17 million turnover showed a nine per cent increase and though profits, at £1.58 million, were down — mainly because of interest rates — the company is happy about the present and confident about the future.

said: "It may sound like a cliche but nevertheless we have never looked back. With our business based on innovation, quality and service, our profits and progress have been steadily rising."

Swings

The core company business is to design, assemble and market a range of specialist tools for the automative industry.

And it can trace its origins to the time charabancs were still vying for business with horse-draw transport.

Pickavant was formed in 1921 by Marcus and Justin Mindlesohn and Jack Pickavant to market motor accessories, spares and tools.

Joe Sykes, a Pickavant sales manager, broke away to form his own firm in 1931 to import and distribute tools.

By the mid-1950s Paul Mindlesohn and Peter Sykes — sons of the founders — were inter-trading and marketing in unison. So in 1968 there was a full merger.

Mr Jack Webster, joint managing director (sales and marketing), said Sykes-Pickavant luckily had the capacity to win on both the swings and the roundabouts of the automotive trade.

"When things are going well in the motor industry we naturally do well. In their slump periods, when people are trying to keep cars longer, garages have to have the tools to do the increase in maintenance work."

Mr Roger [illegible], joint managing director (operations), said that gradually the staff strength of the company had expanded. It is now 185 in St Annes — an increase of about 30 in a year. At Birmingham the group employs another 130.

"We believe that we are fortunate in having a skilful and commited workforce," he said.

The company has always applied an energetic policy towards exports. Not far short of 30 per cent of products go overseas and the company is [illegible] Dutch, Russian, Arabic and Spanish.

Recently two factors have broadened the company base — and carry hopes of new inroads into markets of considerable potential.

In 1985 Sykes-Pickavant acquired a company manufacturing D-I-Y products carrying the Vitrex brand name. Last year the Vitrex business was moved from London to Lancashire, sharing administration and warehousing facilities. Manufacturing moved to Birmingham.

This division — whose addition increased the Sykes-Pickavant product range to 3,500 items — has [illegible] three main ranges: tiling tools, health and safety products and power drill goods.

Servicing

Back in its mainstream business of servicing the automotive industry Sykes-Pickavant has been pleased and excited about the inroads made [illegible] its new range of portable diagnostic equipment.

The few fully of electronic equipment was launched to meet the car servicing needs created by the introduction of new technology into cars such as fuel management and emission control systems.

Mr Farnell said: "As well as we have continued to do over the years, we have to seek new markets, innovate and to explore and exploit new areas of development. Success must not breed self-satisfaction."





Group managing director Peter Farnell (seated), with joint managing directors at St Annes, Jack Webster (left) and Roger Kay and right Kevin Fitzgerald, the managing director of the Victrex division. Left: A display of the company's products







ABOVE: A seminar for wholesalers in the firm's showroom

LEFT: Marketing director Greg Norris, with one of the firm's tool boxes

RIGHT: Field sales manager Eric Cretney (right), checking an export order being crated by Andy Bonney (left) and Mark Butler

1996 The 75th Anniversary

ADVERTISING SUPPLEMENT

Who's Who at Sykes-Pickavant

Chief executive: Anthony Howat
Managing director: Roger Kay
Marketing director: Greg Norris
Technical director: John Cross
Marketing communications manager: Christine Whitworth
Customer service manager: Julie Walker
Marketing managers: John Cox (garage service tools); Steve Davies (technology)
UK sales manager: Dave Mekie
Procurement manager: Karen Beardsley
Logistics manager: Albert Whyte



Roger S. Kay, managing director of Sykes-Pickavant

Making the quantum leap...

TIMES are changing and businesses need to change, too – as no one knows better than Roger S. Kay, managing director of Sykes-Pickavant.

"Eight years ago, we had a very straightforward business, supplying service and body tools and our traditional puller kits – happy days!" he says.

He points out that there has been a quantum leap in vehicle technology in recent years. Vehicle reliability, extended service intervals, the universal use of on-board management systems, the need for technology-based systems to locate faults, etcetera – the list is never-ending.

"Today, we have to provide instant solutions to a broad range of requirements. We sell everything from a socket to an engine tuner; complexity is the word that sums up the '90s business.

"As to the future, Sykes-Pickavant has always prided itself on the introduction of innovative workshop solutions to the market. The launch of 'suitcase diagnostics' was an example of Sykes-Pickavant leading the way.

"It was Sykes-Pickavant who developed affordable code-readers for the garage. The vehicle diagnostics programme continues apace, but, at heart, we are still very much a tools company and have several patented product introductions due this year.

"This continues to be our strategy – developing effective solutions to workshop problems – and underlines our position as UK market leader in the supply of garage service tools."



On line in the marketing studio

Win a weekend for two in the
BEAUTIFUL NEW FOREST
or tickets for the
BRITISH GRAND PRIX
at the
Sykes-Pickavant
75th Anniversary Roadshow in June.



Live workshops, expert advice, product demonstrations and displays, competitions with 100's of superb prizes, special offers and free gifts.
A great summer evening out for all the family,
remember you have to be there to enter so come along and join the party!
Simply choose one of the fantastic venues nearest to you and **ring freefone 0800 269 554** to receive your VIP invitation and information pack.

Wed	5th June	Glasgow Museum of Transport	in conjunction with GEA
Thur	6th June	Manchester Museum of Transport	
Tues	11th June	Heritage Motor Centre, Gaydon	
Thur	13th June	Transperience Discovery Park, Bradford	
Wed	19th June	Shuttleworth Collection, Biggleswade	
Thur	20th June	RAF Museum, Hendon	
Tues	25th June	Bristol Industrial Museum	
Fri	28th June	National Motor Museum, Beaulieu	

Sykes-Pickavant®

Kilnhouse Lane, Lytham St Annes
Lancashire, FY8 3DU
Tel: 01253 784800 Fax: 01253 713076

A Roadshow tour of top venues around the UK, bringing a mobile exhibition to both distributors and end users.



Check out the "Spoof" Spokesman in the Library and get the inside story…..

1995 The Facom Take Over

Sykes-Pickavant

FACOM

SYKES-PICKAVANT GROUP PLC

DIRECTORS

The directors who held office during the year were:

J A Howat (Chairman)
N Talagrand
R S Kay
A Muller (resigned 30 June 1996)



Howat was the Cannock based Facom Director responsible for both Britool & SP

Talagrand, Head of the Facom group, was based in France



The UK Operations for Facom were run from a huge site in Churchbridge, Cannock. The Britool Tool Van operation was also based here.

Prior to Facom, the site had previously been owned by the Sheffield based Neill Tools Group, and was once the factory for Elliott Lucas pliers and Britool Sockets, Spanners and Torque Wrenches. Abbey Drop Forgings were also on site - the buildings to the lower right.

Facom purchased Britool and this site a few years prior to buying SP.

The SP Group “offer to sell” was submitted to Facom in June 1994.

Full management control was in operation by 1995 with Anthony Howat as Chairman/CEO.

1998/99

Sykes-Pickavant

THE WHEEL

free and exclusively for the professional auto technician

inside this issue:

How Flaremaster can pay for itself
Belt tensioning - getting it right
OBDII - what is it?
Free alternator tester - your chance to win

Welcome

to the first issue of our new quarterly magazine. **The Wheel** is written exclusively for you as a valued **Sykes-Pickavant** customer and contains product information, news, technical help and special offers which are only available to you.

'Rob's Advice Clinic' aims to answer some of the questions we get asked the most, whilst **'Keith's Column'** will pass on handy tips to help you at work. As always, we welcome your input and ideas. This is **your** news - let us know what you think and what you would like to see in future issues!

product news
free prize draw
advice clinic
news from the trade
your letters







Your membership card

is attached to the accompanying letter and printed with your personal ID number. Please keep it in a safe place: quote the number whenever you call to help us to deal with your questions or problems quickly and effectively. From time to time you will be invited to bring your card along to trade shows and exhibitions in order to receive special offers and free gifts. Watch this space!



A message from our MD:

Most Sykes-Pickavant products contain a guarantee card. It is important that you fill this in **every time** that you buy from us - it tells us exactly what products you have bought and when. In the unlikely event of a problem, you have proof of purchase and we can ensure that we keep you up to date with products news which will be of special interest to you.

We believe our guarantee is one of the best there is - so, please take the time to fill in the card and send it back **every time** you purchase.

It's **Freepost:** you don't even need to buy a stamp!

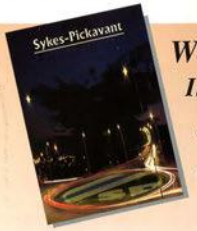
Thank you,

John Barrett
Managing Director

1998
Issue 1 of The Wheel
The first "direct marketing" newsletter from SP

Sykes-Pickavant

SPOKESMAN



Workshop Catalogue
Issue no.2 out now.
New Products
56 pages



New literature
- *ACR Systems tester*
- *Coil Spring Compressors*
- *Toolbox Catalogue*
- *Pullers & Industrial tools*

SPRING 1999
ATS ISSUE

AUTOMOTIVE TRADE SHOW 1999
HALLS 17-20 • NEC • BIRMINGHAM
25-28 APRIL 1999

ATS Features

Watch out for major new product launch. Visit Sykes-Pickavant

For extra copies of any of our leaflets ring 01253 783400

Coil Spring Compressors

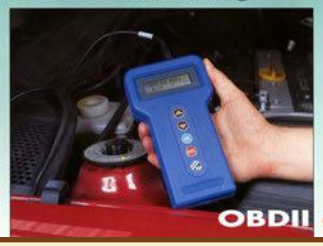


089500 Coil Spring Compressor
Heavy duty version of the latest design, supplied with 2 pairs of jaws.
SWL 20,000 N
Ideal for 4WD, luxury saloons, vans, etc.
List Price: £500.00



089400 Coil Spring Compressor
Latest addition to the range comes complete with 2 pairs of jaws.
SWL 12,500 N
List Price: £340.00

ACR Code Reading



ACR Systems Tester News of the latest applications releases:

300599 VAGV2 -
includes diesels and instrument reset
List Price: £85.00

303500 Fiat2
List Price: £59.00

300598 BMW -
includes service light reset facility.
List Price: £85.00

300597 Ford V2 -
includes EECIV and EECV systems. With OBDII microprocessor controller.
List Price: £147.50

OBDII compatible !!!

Who's Who
Customer Services Manager
Sandra Miller

During her 20 years' service with Sykes-Pickavant, Sandra has had several roles, but she has now returned to her 'roots' in Customer Service.
The prime objective for Sandra and her team is to support and work with our customers, finding ways to improve and build on our relationship.



You can speak to Sandra direct on

1999
The Spokesman
Distributor newsletter from SP

The newly merged Sykes-Pickavant team
Sales & Senior Management
1968/69



1	Fraser Butterworth	Administrative Director	Ex JFS
2	Harry Cole	Area Sales Manager	Ex JFS
3	Paul Mindelsohn	Joint Managing Director	Ex JWP
4	Walter Douglas	Industrial Sales Manager	Ex JWP
5	Brian Garnett	Area Sales Manager	Ex JFS
6	Mike Catlow	Area Sales Manager	Ex JFS
7	Fred Newport	Order Office Manager	Ex JWP
8	Keith Tyers	Area Sales Manager	Ex JFS
9	Wally Peacock	Area Sales Manager	Ex JWP
10	Peter Pfister	Executive Sales Manager	Ex JWP
11	John McMillan	Area Sales Manager	Ex JFS
12	Neville Price	Area Sales Manager	Ex JWP
13	Peter Hill	Export Sales Director & Marketing	Ex JFS
14	Leslie Green	Production Director	Ex JWP
15	Joe Henderson	Area Sales Manager	Ex JWP
16	Accounts?	Accounts	
17	Peter Sykes	Joint Managing Director	Ex JFS
18	Jack Webster	Home Sales Director & Industrial	Ex JWP

Sykes-Pickavant
The 2nd Generation Sales Meeting
1981/82



1	Fred Newport	UK Sales Office
2	Eric Cretney	UK Sales
3	Mike Catlow	UK Sales
4	Tony Christou	Export Sales
5	Joe Corcoran ?	Export Sales
6	Bob Gillespie ?	Export
7	Neville Price	UK Sales
8	Harry Cole	UK Sales
9	Roland Entwhistle	N Ireland Sales
10	Wally Peacock	UK Sales
11	Keith Tyers	UK Sales

12	John Redman	Product Design
13	Joe Henderson	UK & Export Sales
14	Peter Pfister	Marketing
15	John McMillan	UK Sales Manager
16	Bernard Dearden	Sales Director
17	Jack Webster	Marketing Director
18	Paul Mindelsohn	Chairman/CEO
19	Peter Hill	Managing Director
20	Les Green	Technical Director
21	Peter Farnell	Finance Director
22	?	?

Sykes-Pickavant

The "2nd & 3rd Generation together"

1988/90's



1	Roger Kay	Commercial Director
2	Bernard Dearden	Sales Director
3	Bob Gillespie	Export
4	Robin Square	UK Sales
5	? Brian Yates or	Nigel Ayliffe
6	Neville Price	UK Sales
7	Nick Howarth	Display Installations
8	John Redman	Product Design
9	?	?
10	?	?
11	Peter Hill	Managing Director
12	Jerry Sanders	Speedline Consultant
13	Peter Farnell	Finance Director
14	?	?
15	Martin O'Dea	UK Sales - demo van
16	Peter Pfister	Marketing
17	Paul Mindelsohn	Chairman/CEO

18	Martin Whelan	Purchasing
19	Paul Rivett	Purchasing
20	? Jim Harper	UK Sales
21	Stephen Wheatley	UK Sales
22	Eric Cretney	UK Sales & Export
23	Martin Gallagher	Graphic Design
24	Fred Newport	UK Customer Service
25	Bob Wilson	UK Sales Manager
26	John McMillan	Speedline Sales
27	Stuart Dempster	UK Sales
28	Eddie Fewings	UK Sales - demo van
29	Wally Peacock	UK Sales
30	Mike Catlow	UK Sales
31	Harry Cole	UK Sales
32	Jack Webster	Marketing Director
33	Greg Norris	Marketing Manager

Export success continues into the 1980's & beyond

CUSTOMERS AROUND THE WORLD

Sykes-Pickavant exported all around the Globe

Exports accounted for around 33% of all sales

The Export team languages - *French, German, Italian, Russian, Arabic, Dutch, Spanish*

EUROPE
Austria
Belgium
Canary isles
Cyprus
Czech Republic
Denmark
Finland
France
Germany
Gibraltar
Greece
Hungary
Iceland
Italy
Malta
Netherlands
Norway
Portugal
Spain
Sweden
Switzerland

MIDDLE EAST
Abu Dhabi
Bahrain
Doha
Qatar
Dubai
Egypt
Iraq
Israel
Jordon
Kuwait
Lebanon
Oman
Saudi Arabia
Syria
United Arab Emirates
Yemen

AFRICA
Botswana
Kenya
Libya
Nigeria
South Africa
Tanzania
Zimbabwe

FAR EAST, ASIA & INDIA
Hong Kong
India
Indonesia
Japan
South Korea
Malaysia
Pakistan
Seychelles
Singapore
Sri Lanka
Thailand

AUSTRALASIA & PACIFIC
Australia
Fiji
New Zealand

NORTH AMERICA
Canada
U.S.A.

CENTRAL & SOUTH AMERICA & CARIBBEAN
Barbados
Bermuda
Chile
Colombia
Costa Rica
Jamaica
Panama
St. Lucia
Trinidad and Tobago

Export success continues into the 1980's & beyond

International Exhibitions were a regular feature for the Export Sales Team.



1. Peter Hill at the Cologne Hardware Fair making a presentation to Peter Heitmann of Friweg.
2. Peter Heitmann MD of Friweg Germany.
3. Bernard Dearden at the same event.
4. Harry Hogg
5. Martin O'Dea at Cologne – also shown in Pics 8 and 16
6. Susie Claridge
7. Enouar Benkelfat, Middle East Sales Manager at Cologne.
8. Martin O'Dea at a Soth African Auto Show.

9. Heather Simpson (soon to marry Harry) in Cologne.
10. Ralph Wilce.
11. Harry Hogg.
12. Roger Kay, now MD, at a Cologne Dinner.
13. Ralph Wilce.
14. Heather
15. Harry
16. Martin O'Dea, again! (Martin did a lot of travelling!)

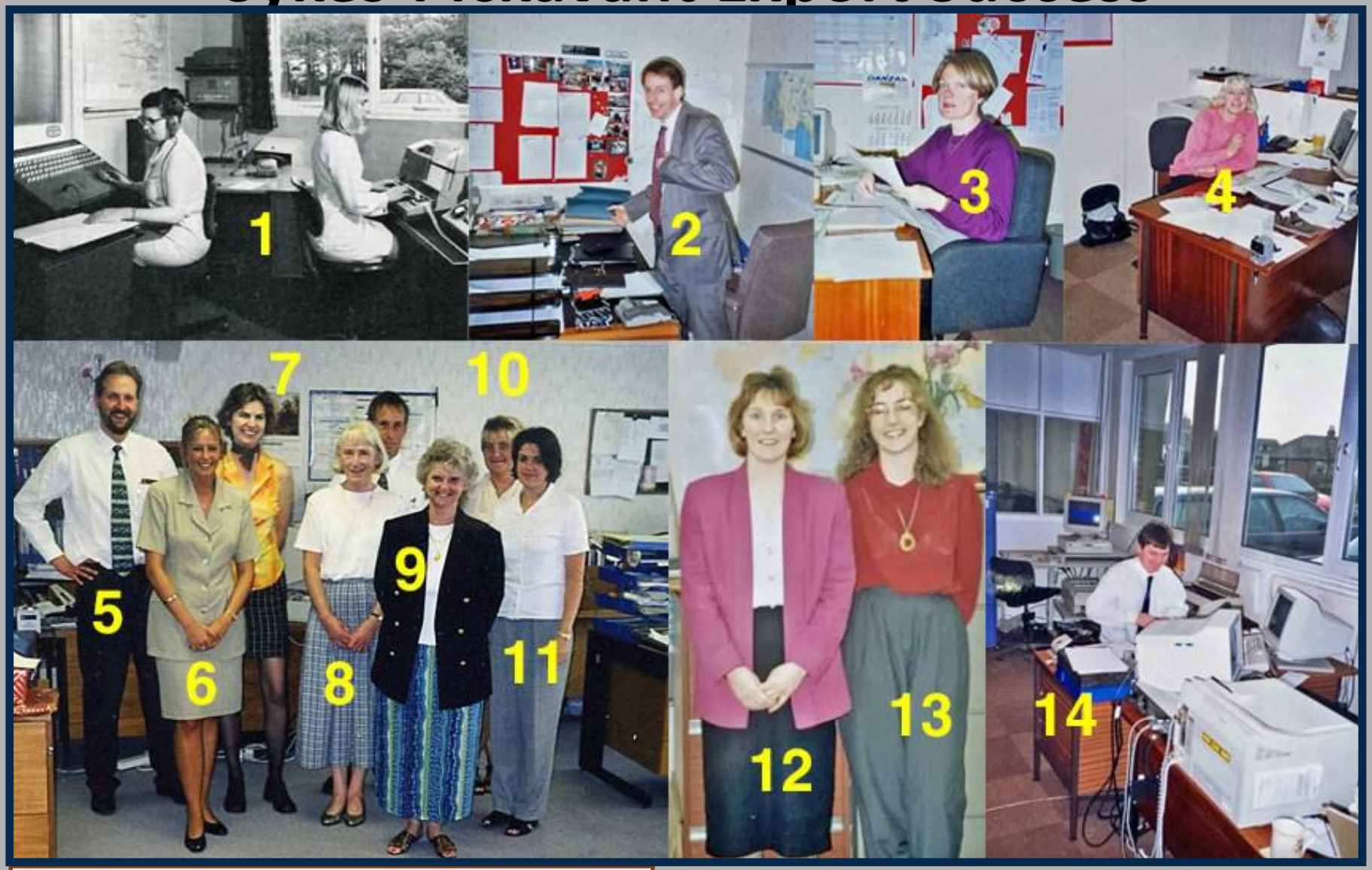
Sykes-Pickavant Export Success



2000 Automechanika Frankfurt

1. Ralph Wilce 2. Martin O'Dea 3. Adrie Postma

Sykes-Pickavant Export Success



1. A late 1960's photo – Barbara Findlater on left
2. Harry Hogg
3. Heather Simpson, soon to marry Harry.
4. Gay Brooker – a long term member of the Team, having first served as PA to Bernard Dearden.
5. Ralph Wilce
6. Susie Claridge
7. Polish "Intern" ?

8. Gay Brooker with Harry Hogg behind
9. Margaret Young
10. Helen Bagnall
11. Paula Clarke
12. Jackie Ainsworth
13. Karen Gillibrand/Prosper ?
14. Graham Roberts

Sykes-Pickavant Export Success


Sykes-Pickavant
Sykes-Pickavant
AVL
Sykes-Pickavant
Sykes-Pickavant
Sykes-Pickavant

The 1985/6 Speedline Hand Tools Project

The 1939 J F Sykes catalogue featured a wide range of hand tools, including: Sockets & Spanners, Screwdrivers, Hacksaws, Hammers, Pliers, Punches, Chisels and Soldering Irons. However in the post War years these products disappeared from the range. In 1985, and building on the success of the Speedline range of Service Tools, first launched in 1977, Hand Tools were re-introduced and became a huge success. Retail packaging, featured the specially designed “SP Tyre Tread” design.





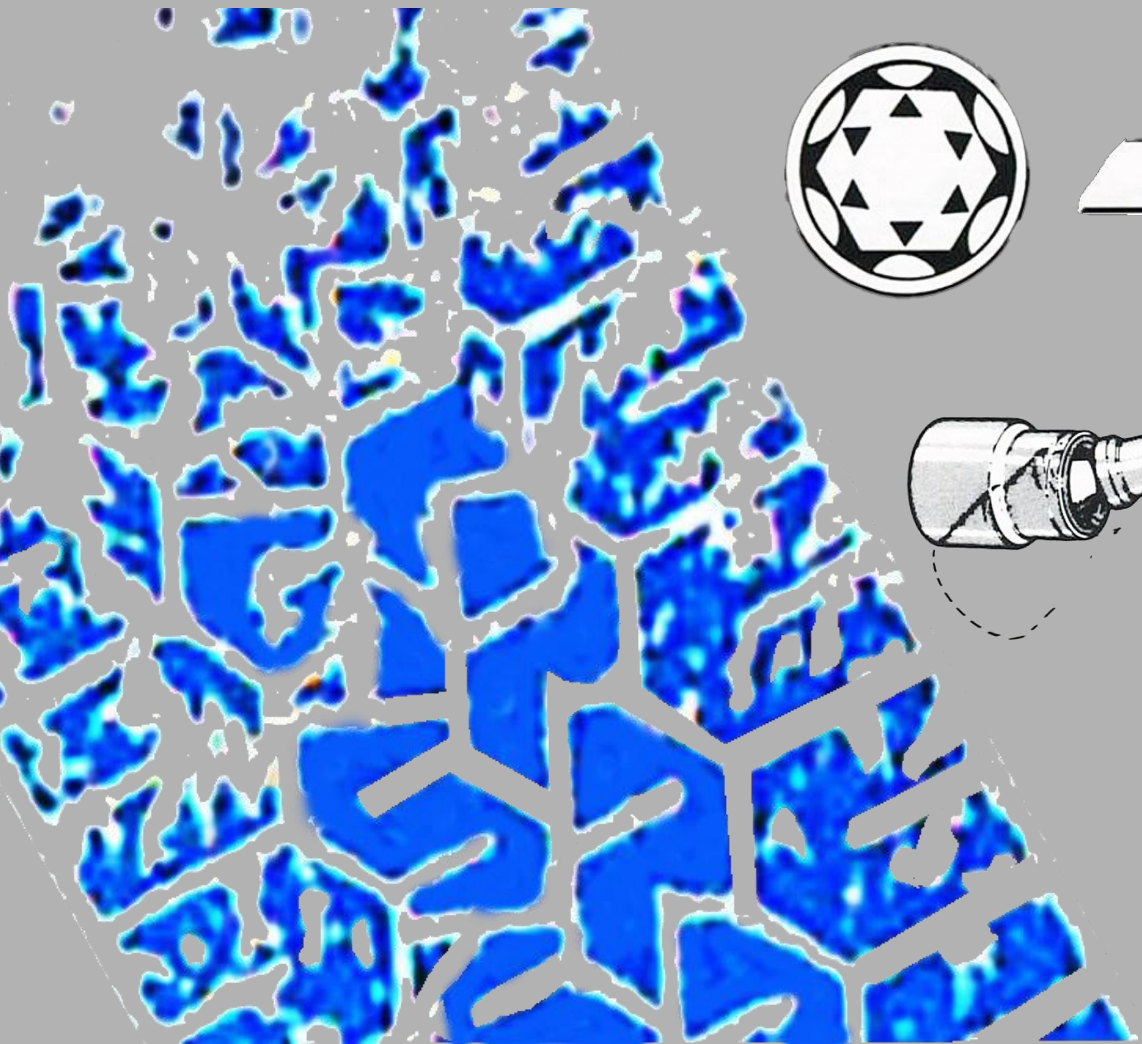


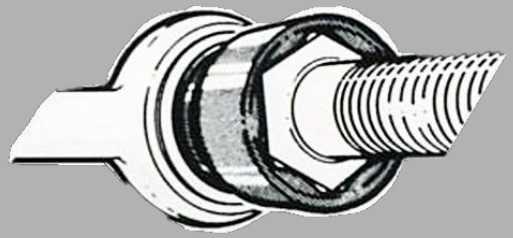
John McMillan spearheaded the sales effort for Speedline and in doing so he created a multi million £ success. Over 30 national Cash & Carries featured the range including Regor, Maccess, Monza and Gordon Spice. Thousands of display stands were installed across the UK and this project became the ***highest value product launch in company history !***



1985/6 Speedline Hand Tools

Speedline Hand Tools had to meet the same “professional quality” standard as the rest of the company’s products. The manufacturing processes and tooling were outside the range of SP’s normal areas of expertise and so a variety of external factories were commissioned to produce products for the range, and wherever possible, were designed to include special features such as: Surface Drive Sockets, Wobble Drives, Ratchet Repair Kits, Ergonomic & Flex Head Ratchets & Mega Torque screwdrivers. These features might be common 40 years later but were highly innovative at the time.











mega-TORQUE®





1985/6 Speedline Hand Tools

Stage 1 was to repackage the existing 100 Speedline Service Tools onto the new “tyre tread” design skin packed cards.

Stage 2 was to add a selection from the Vitrex Safety range, plus around 400 brand new Hand Tools.

Stages 3 & 4 expanded the Hand Tool range to several thousand part numbers.







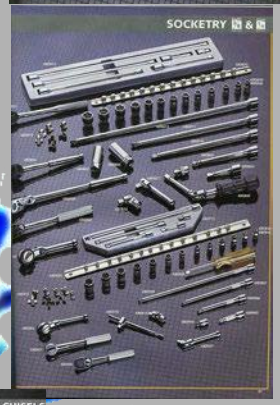






















Ian Anderson, joined the Product Management Team to focus attention on this increasingly important, ***multi million £’s range.***



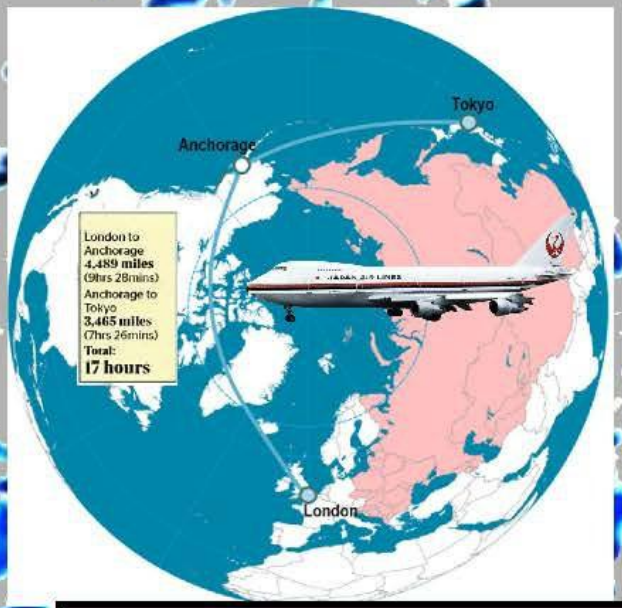


1985/6 Speedline Hand Tools

To find what SP needed required travelling 8000 miles to the far side of the World and Japan. Of course this is long before Taiwan had emerged as a tool manufacturing hub. Back then Japan had a thriving high quality steel manufacturing industry which had been established for hundreds of years - akin to Sheffield in the UK. The Cold War was still in full swing so Russian airspace had to be avoided and the early 747's on the Polar Route needed to refuel in Anchorage. 17 hours or more.

"Base camp" for the expedition was Kobe, close to Osaka. However many of the tool factories were located on the NE coast of Japan at Sanjo City in Niigata Prefecture. To get there was an exhausting 300 mile/8 hour overnight "Night Train" journey.

Quite a trip!







Imagine calculating thousands of costs margins and prices when there were, ***no laptops, no Windows and no Excel.*** The Speedline project propelled the team into their first use of portable personal computers.

The Compaq DeskPro led this field in the 1980's so one was purchased (£3000!).

It was an IBM compatible machine using Lotus 123 - the first practical form of spreadsheet for business use.

1985/6 Speedline Hand Tools

Day 1 - July 1985

Our “Minder” Takashita San had his export office in Kobe, one of the main ports in Japan and the 7th largest city. Kobe is also close to Osaka and in this highly developed part of Japan the cities almost merge into each other. It’s a very busy area and July is not the best time to visit. It’s rainy season and extremely hot and humid - circa 30C and constant rain. Imagine a rainy day in the Lake District but much hotter and much wetter!

Set up in the office were display units and the first selection of potential products. The agenda for this first visit was extremely busy and covered 2 weeks. Whilst still jet lagged it was straight to business on day 1, followed by the night train that evening.







The 1985 team L to R.

Takashita San, ano, Jack Webster, Greg Norris,

Ted Ichimura, Jerry Sanders.

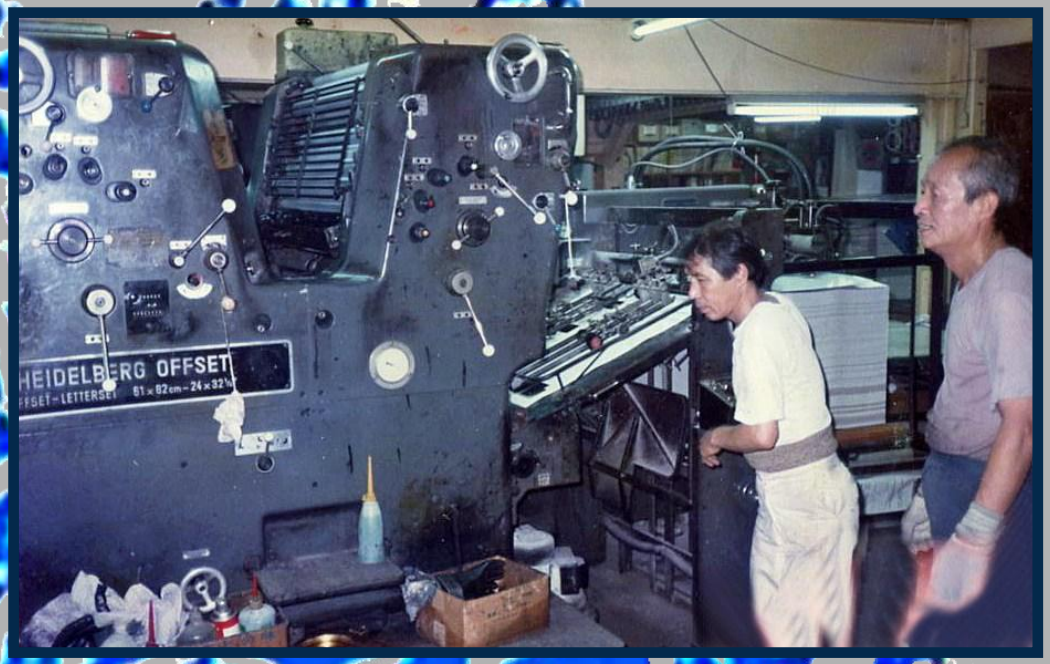
Ted, an associate of Takashita and Factory Sales Manager became a good friend to SP.

1985/6 Speedline Hand Tools

July 1985

Display artwork using the new tyre tread design had been prepared by John Marsh at his Covent Garden Studio. Final proof reading was done “on the hoof” at Heathrow whilst waiting for the Japan Airlines flight.

After visiting Tak’s office, first stop on the 1985 trip was to visit the Japanese printers. Pretty much as could be found in the UK. Typical Heidelberg Offset Litho printing. All in hand and OK.





1985/6 Speedline Hand Tools

July 1985

Next the factories. Meeting; Factory Tour; Meeting; Factory Tour; Meeting; Factory Tour……on and on!









1985/6 Speedline Hand Tools

July 1985

Of course there was time for some "R&R"

We soon learned that after a long day of business the Japanese like to party! *"kampai!"*









SP Diagnostics WHY?

Since Henry Ford introduced the Model T the engine technology of the car had changed little.
"Suck squeeze bang blow" summed up how the traditional combustion engine worked.
Cars might have evolved into ever more sleek and attractive designs but fundamentally the base technology was the same.

Unchanged now for 80 years

For the spark:


Coil


Distributor


HT Leads


Spark Plugs

For the Fuel & Air:


Carburettor

For the Exhaust:



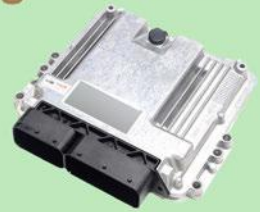
Emissions & Economy

Ignition Modules



Engine Management ECU's

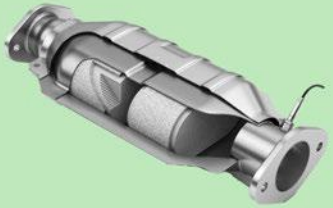




Sensors



Exhaust Catalytic Converters



Electronic Fuel Injection



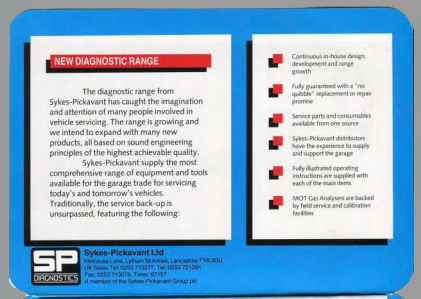
"All change"

By the 1980's things were changing, and ***fast***. Electronics and Computers were taking over vehicle systems.
So that was the environment that Sykes-Pickavant was facing. AND……
Much of the SP range was little changed from the 60's & 70's.
Some skills, like traditional Panel Beating, were also facing challenges. Body Shop trades and techniques were moving on.

1991 “Suitcase” Diagnostics

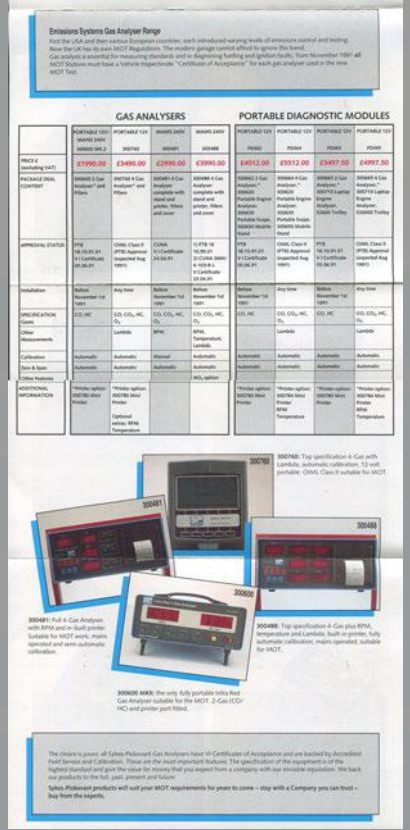
Quite frankly, the very idea of getting involved in “new fangled” electronic products like “diagnostics”, was a bit scary for the whole company! However, a penny dropped. They were already selling diagnostic products and had been for a very long time !
Cooling System Testers and Compression Tester and so on. To SP these were just “Service Tools”, but by repackaging into smart new blow moulded cases, and, unified into a range of “Suitcase Diagnostics”, SP became a Diagnostics business, and almost overnight.





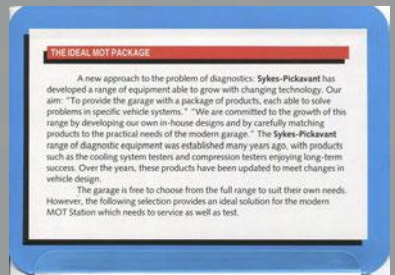












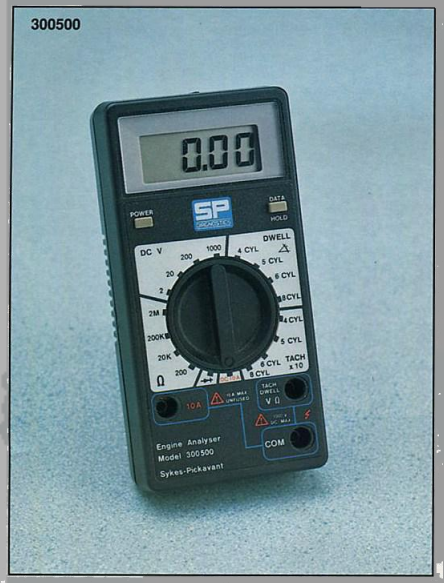




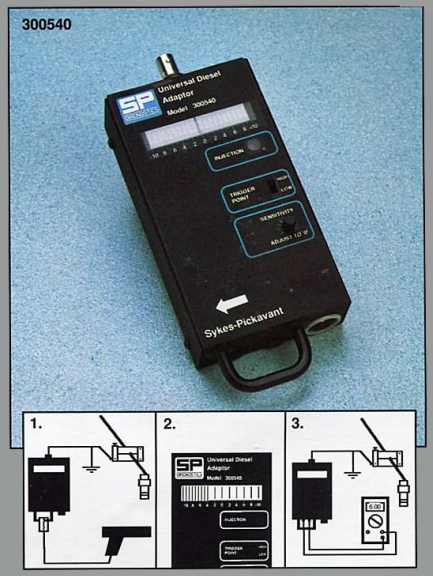


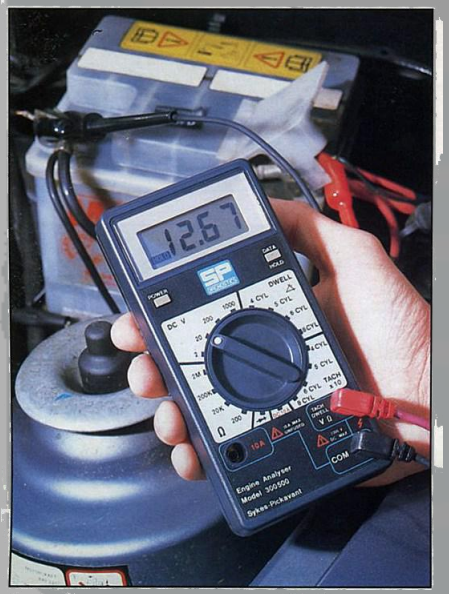
1991 “Suitcase” Diagnostics

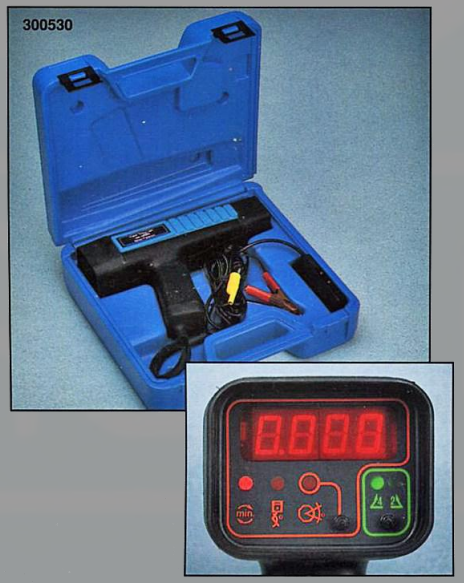
The company had a strong reputation for it’s gauge products so it wasn’t a huge stretch to extend the franchise by including some well understood electronic products - multimeters, timing lights, battery testers, and engine analysers.









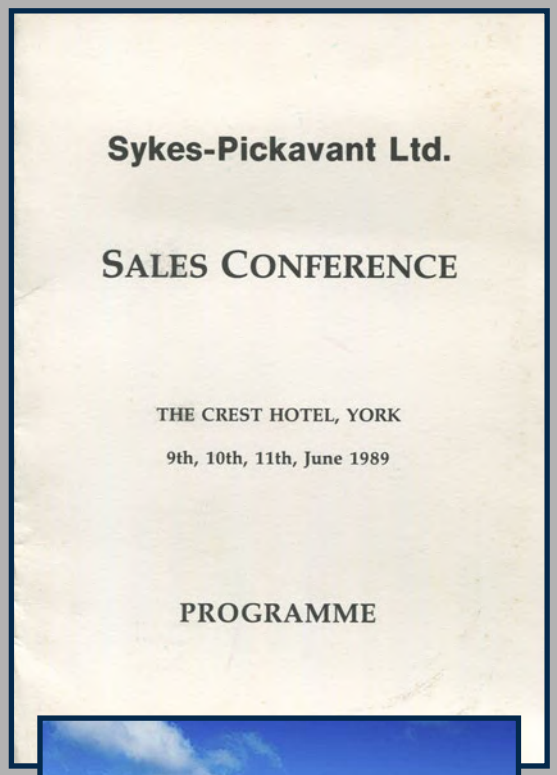






1991 “Suitcase” Diagnostics

For the majority of the existing team at Sykes-Pickavant, including Sales, Marketing & Customer Service, as well as for the distribution network, these new products still presented a steep learning curve. Training would be needed. In addition, more specific experience of these new technologies was required in order to keep ahead of the changes, and to look into the future and anticipate how the market would develop.
SP’s first Marketing Product Manager, Steve Davies, joined the business from Lucas in Birmingham.
Steve joined just days before the June 1989 Sales Conference and was plunged in at the deep end, and halfway through the Phase 1 of the SP Diagnostics project.





SP DIAGNOSTICS





1991 Petrol & Diesel Exhaust Gas Analysers

To some extent the company strategy to move into diagnostics was also stimulated by the looming introduction of Exhaust Gas Testing into the MOT test for Petrol cars in 1991. Diesel was to follow in 1994.
As a member of the Garage Equipment Association SP participated in the Industry Consultation process that preceded the introduction of emission testing to the MOT, and was therefore prepared for what was about to happen to the industry. However many new skills were required to participate in this sector. The first acquisition of an electronic diagnostic company, ETT (Engine Test Technique) of Lancaster was a direct result in 1990.











1991 onwards and new, in-house, designs appear

It wasn't just a Product Manager the company needed !
New R&D, Manufacturing and Service Skills, and, new sales people too.



SP Melksham

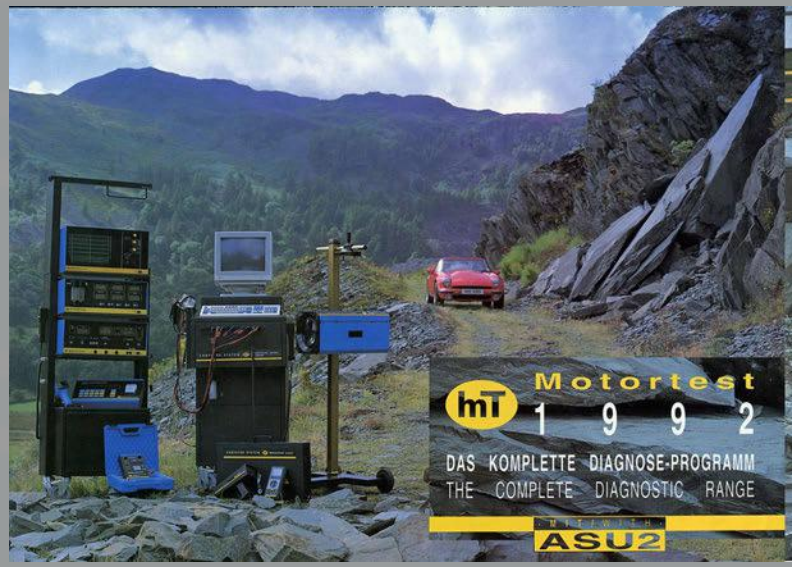
Joe	Charles-Henr
Colin	Matt
Dan	Claire
Tony	Mandy
Colin	Carol
Geoff	Dave
Steve	Martin
Chris	Debi
Neil	Tim
Matt	Richard
Dee	Edwina
Gloria	Dave
Jean-Benoit	Chris
Paul	Nigel
Daryl	Maria
Mike	Pat
Martyn	Viv
Winston	James
Adrian	Robin
Richard	Peggy
Ian	Martin
Simon	Huw

The SP team at Melksham in Wiltshire produced 5 generations of the ACR, Advanced Code Reader, as well as many other innovative electronic tools. The ACR was a highly successful product selling in excess of 20,000 units, making it one of SP's *best selling products of all time!*

1991 onwards & company acquisitions

ETT wasn't the only diagnostic company acquisition in the 1990's.
Both AM Test Systems Ltd & Motortest Gmbh joined the family.
Products from both companies found their way into the SP range, for example Headlamp Beam Testers and A/C Servicing.





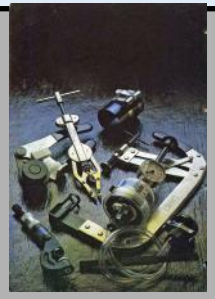


Catalogue & Literature Design

The company has always taken great pride in it's cataloguing and literature, constantly seeking to improve. Jack Webster, who started with JWP in the 1950's, led the drive to develop an increasingly creative approach, especially after taking on the role of Marketing Director. His tenure overlapped into the 3rd Generation and the process of improvement can be seen in these pictures from 20 years of catalogues.

1982 and the first colour appears in catalogue **SP10**. These studio shots were taken by a professional photographer in his studio using a large a format Hasselblad camera & transparency film.



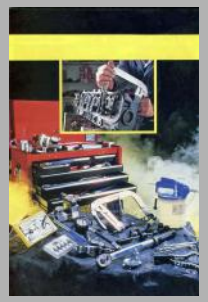
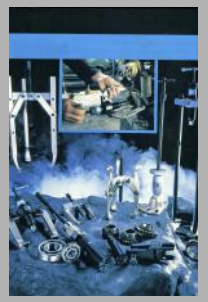
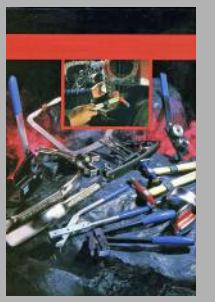




1986 and **SP12**. Again studio shots by a Birmingham photographer, with the output as large format transparencies.

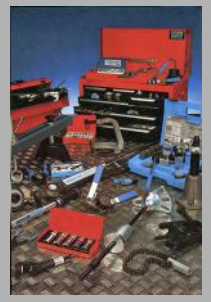
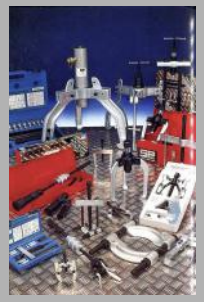
These photos were also used in large wall posters for distributors.



1989 and **SP14**. Studio shots by a Fylde photographer, Mike Challinor on a Mamiya camera and, as Martin Gallagher had joined the Marketing Team by then he directed—again transparencies

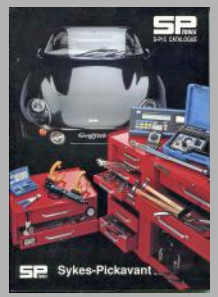




1992 and **SP15**. The studio shots taken for SP14 were used again for the product sections .

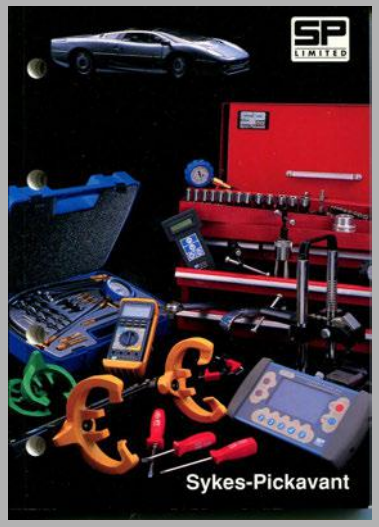
Mike took new photos for the cover with Martin directing.





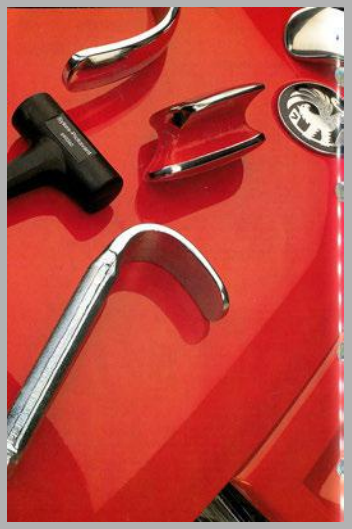
Catalogue & Literature Design

1995 SP16 With Desk Top Publishing design skills now fully in house the SP Marketing Studio takes full creative control of catalogue production. Mike Challinor took the photos with Martin Gallagher directing.

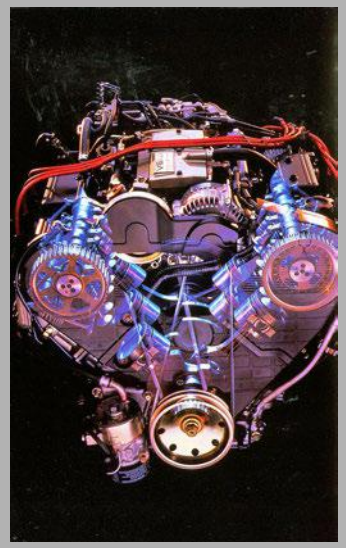




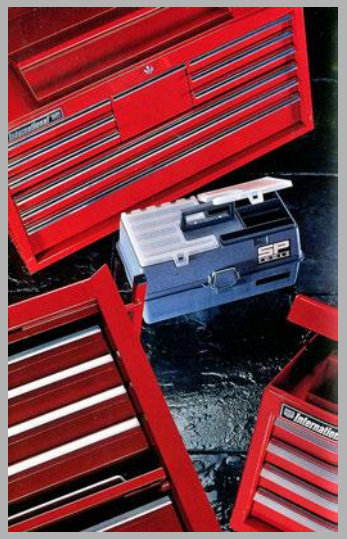








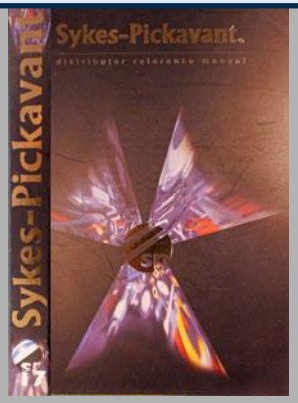






Catalogue & Literature Design

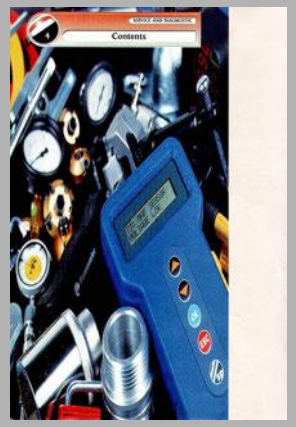
1998 SP17 and a completely new look has emerged with both photography and direction now in house. Martin acquired a new large format Mamiya 645 camera, with transparencies as output.
(Digital didn't arrive until 2004)

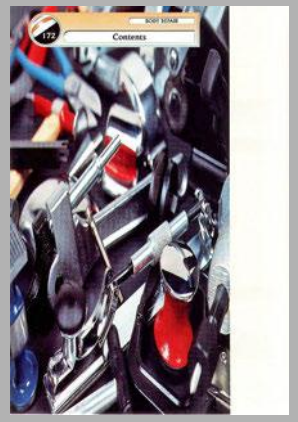










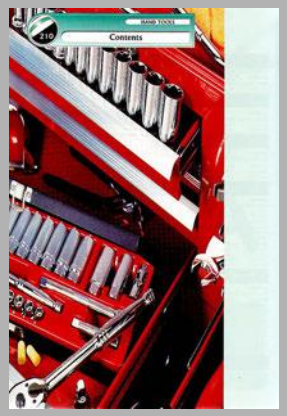


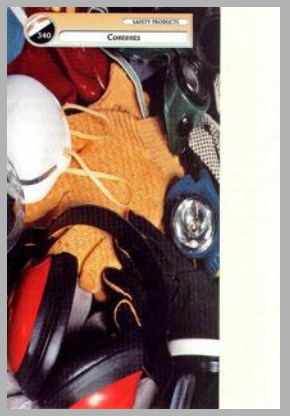












SP Exhibitions in the 1980's & 90's

Since the foundation of the company exhibitions had been a regular feature each year, both at home and abroad. For many years the public Motor Show in the UK was the premier event, even for parts and accessories companies. In later years the "ATS", Automotive Trade Show became the key show for industry businesses who supplied vehicle workshops and parts distribution networks. In the 1980's another show joined the annual UK show diary, Autopartac.



1925 Motor Show Olympia



1926 Motor Show Olympia



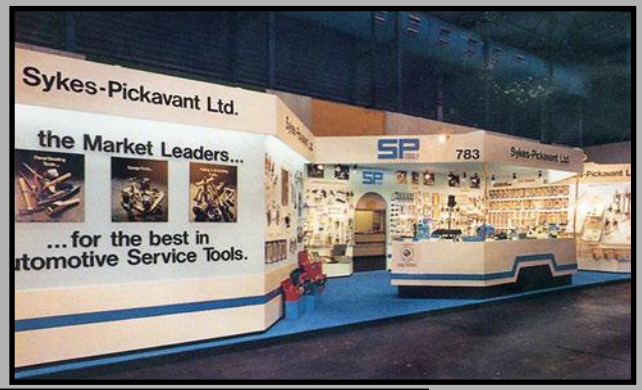
1925 Motor Show Earl's Court



1981 Motor Show Earl's Court



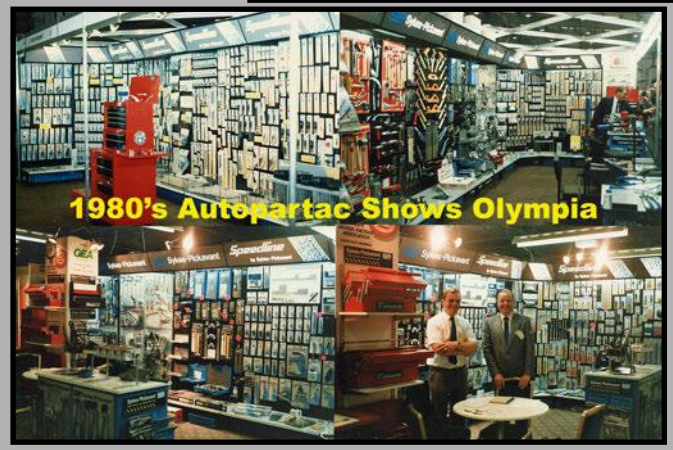
1984 Motor Show
NEC Birmingham



1986 Motor Show
NEC Birmingham



1988 ATS Show
NEC Birmingham



Late 1980's Autopartac
Olympia

SP Exhibitions in the 1980's & 90's

International Automotive and Hardware Shows were dominated by the Cologne Eisenwaren Messe held every March at the showground just across the Rhine from the stunning Cologne Dom Cathedral. SP exhibited as part of the British Hand Tools Federation mission. The Frankfurt show is an enormous bi-annual show in September and SP would exhibit with the UK SMMT group. Both shows attract visitors from all parts of the globe, from Europe, Asia, Africa and the Americas and both shows are "must do" if you're in this business.
These weren't the only overseas shows - Scandinavia, South Africa, Australia, NZ, USA & elsewhere also regulars.



1989 Hardware Fair Cologne



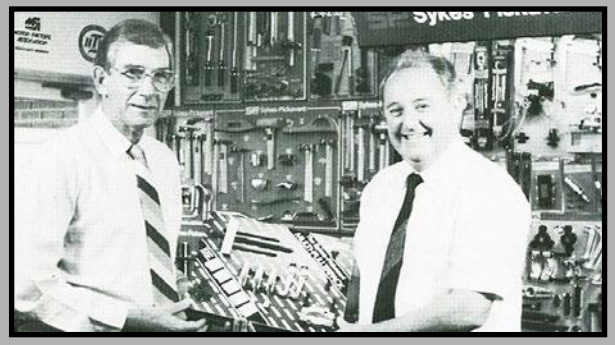
1995 Hardware Fair Cologne



2000 Hardware Fair Cologne



2000 South Africa



1987 New Zealand



1987 Denmark



1990 SEMA Las Vegas



1998 Dublin

SP Exhibitions in the 2000's







AUTOMECHANIKA

FRANKFURT am MAIN

The Sykes-Pickavant “MBO” from Facom Tools

The giant American Hand Tool company, Stanley Tools, purchased the Facom Group in 2005. Stanley reviewed their strategic direction for their new European operations and concluded that the Automotive Service Tools & Diagnostics products in the Sykes-Pickavant range did not fit into their future. The following year Stanley quickly moved to divest themselves of this part of their business.

This decision would provide the opportunity for SP to become a private company once more, and escape the “Corporate” world.

Sykes-Pickavant
Workshop Solutions



counterfeit products."

Sykes-Pickavant acquired in MBO

SYKES-PICKAVANT has been acquired by a new management team from former owners Facom UK Ltd, according to company insiders.

The MBO team comprises chairman Peter Coombes, managing director Paul Archer and marketing director David Mekie, and the still existing Mototek business owned by the three will continue to operate independently of the new aftermarket venture.

Coombes told CiT: "Although we have much work to do for the future of the business, the new management team has already established firm plans for the development of the diagnostic and tool divisions."

Sykes-Pickavant Press Release 03/10/2006

Posted by Peter Warman on October 4, 2006, 12:19 pm
User logged in as UKAT5501
Press Release
(embargoed until Tuesday 3rd October 2006)
Sykes-Pickavant acquired by new management team !

It has been announced today (3rd October 2006) that Sykes-Pickavant has been acquired by a new management team, which comprises:
Chairman - Peter Coombes
Managing Director - Paul Archer
Marketing Director - David Mekie
Additional team members, including a new engineering Director, will be announced shortly

The Sykes-Pickavant brand business has been purchased from Facom UK Ltd (an affiliate of The Stanley Works.) which has owned the business since 1994.

The privately funded acquisition provides the new management team with full ownership and responsibility for the Sykes-Pickavant business from 3.10. 2006.

The business will continue to operate from the existing Cannock (UK) location, which has recently been vacated by Facom UK Ltd.

The acquiring management team, intends to fully pursue and develop the Sykes-Pickavant business within its' core areas of expertise;
Automotive Diagnostics, Automotive and Industrial Specialist Tools, and to establish the necessary resources to develop each of these market segments.

The existing Essex based Mototek business, founded by Peter Coombes, and now including Paul Archer and David Mekie in the management team, will continue to independently provide its range of technical support products i.e. technical helpline, training, and information / data products.
A business manager and sales personnel will be appointed shortly, and will be solely dedicated to the Mototek business.

ENDS

Further information can be obtained by contacting:
Peter Coombes
c/o Sykes-Pickavant Ltd - +44 (0) 1922 702222 / (0) 7711 917115

In establishing a new “MO” for what had become a fairly complex business, with a very diverse product range and with a customer base spanning the Globe it became apparent that a new structure was required.

SP have always had strong markets in the Southern Hemisphere with Australia perhaps being the foremost. The Principal of SP’s Australian Distributor was keen to secure the brand and shoulder responsibility for their markets, particularly across Oceana, Asia, & Africa.

The new UK operation could also effectively cover Europe.

For both the UK, and for Export, attention was required to re-build parts of the product range that had been neglected during the Facom period.

Meanwhile the Electronics Team at Melksham were motivated to ensure that “their” products survived and prospered.

And so, 3 businesses emerged:

Sykes-Pickavant Ltd - UK & Europe

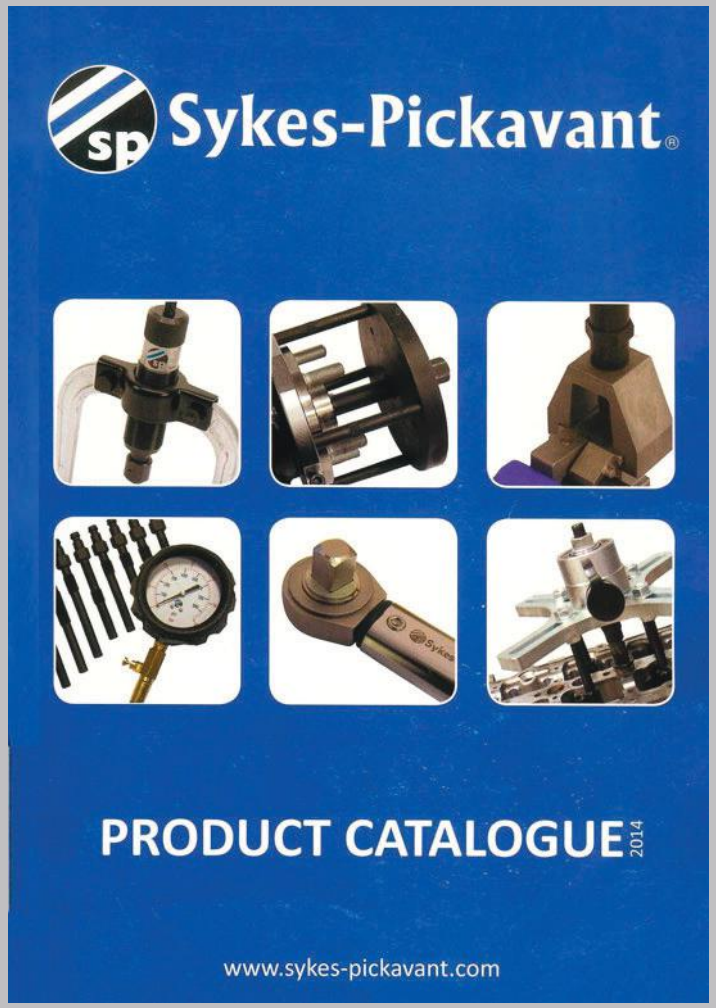
Sykes-Pickavant Export Ltd - Oceana, Asia, Africa + +

SPDiagnostics brand - Nyquist Solutions Ltd (Melksham Team)

2006 Sykes-Pickavant & Sykes-Pickavant Export

This statement sums up the "new" business:

"Sykes-Pickavant Ltd. and Sykes-Pickavant Export operate as sister companies to bring specialist automotive solutions to the whole of the globe. Meeting the changing requirements posed by vehicle and equipment design, Sykes-Pickavant products are constantly changing to stay on top of and often ahead of the game. The company offers a huge range of products, many which have evolved from original solutions which have stood the test of time and others which have been especially created to tackle more modern issues."



www.sykes-pickavant.com

As it is beyond the scope of the SPArchive project to venture into detail about these businesses readers are encouraged to check out their respective websites and social media.

The SPArchive project was conceived by ex colleagues from the earlier business, but, with the full, and enthusiastic cooperation and input from the new owners.

Together we celebrate the 100th Anniversary, and look forward to the story continuing for many years to come.



www.sykespickavantexport.com

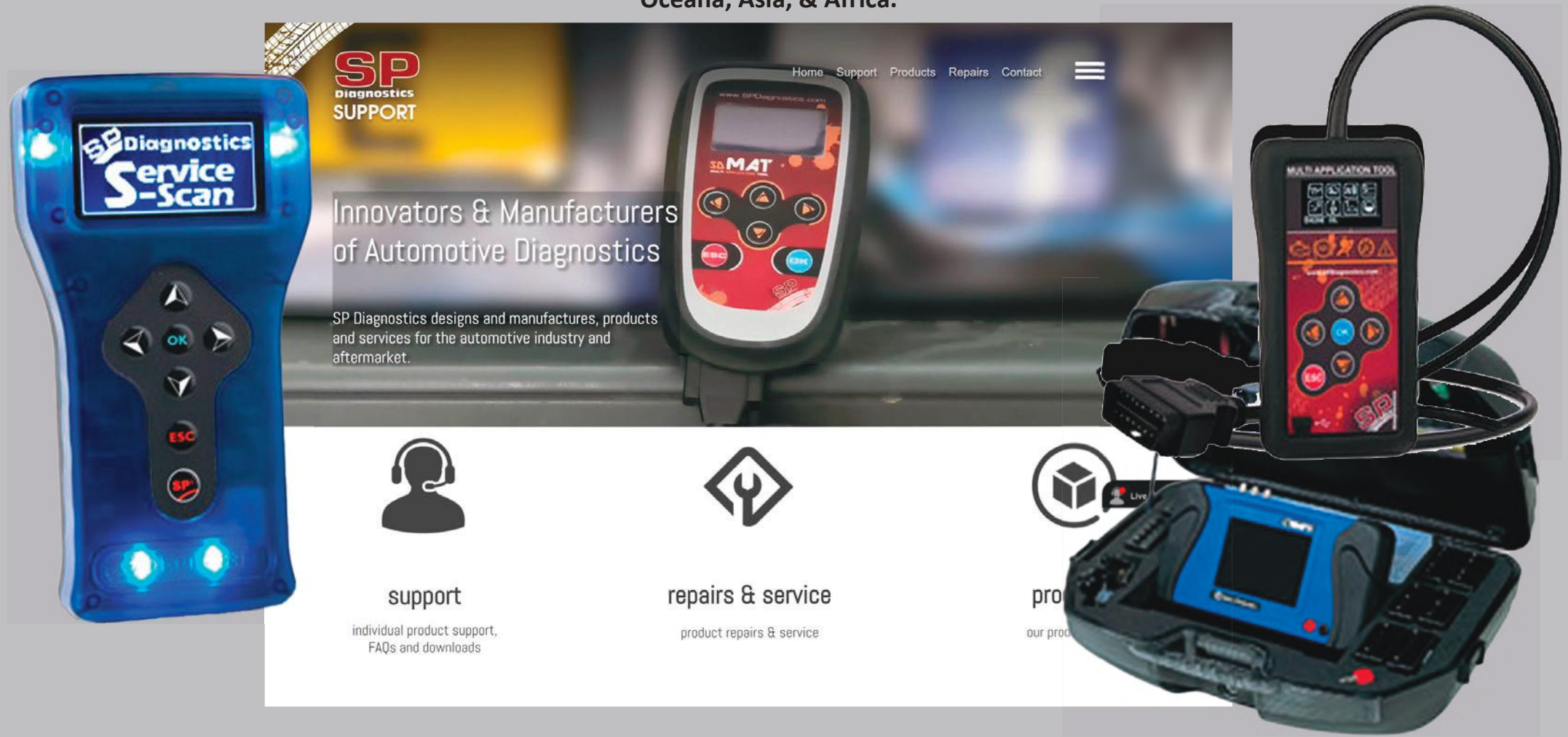
The SP Diagnostics “MBO”

With the Facom/Stanley divestment of Sykes-Pickavant the new MBO team concluded that the highly complex world of electronic automotive diagnostics was not really their "cup of tea". This review of their core service tools business provided Winston Lee, Martin Hillier, and others in the Melksham team an opportunity to "extract" the SPDiagnostics brand, it's products and IP, in stages from the now privately owned, Sykes-Pickavant Ltd.

Whilst retaining the SPDiagnostics brand their new company, Nyquist Solutions, went on to regenerate the business, create new products as well as support legacy designs. See www.spdiagnostics.com

In 2016 the now successful SPDiagnostics brand was purchased by Bartec Group, the world leaders in Tyre Pressure Monitoring systems.

Oceana, Asia, & Africa.




TARGET 88
Welcome To The
1988 Sykes-Pickavant
Sales Conference

Acknowledgements

The SPArchive Project has been made possible by the contributions and advice provided by a group of ex Directors and Managers who worked for the company during period from the 1950's, through to the early 2000's. This team of people embraced every facet of the company's business from: Home/Export Sales & Marketing; Customer Service; Product Design; Production; and After Sales Support.

Ian Anderson Product Management	Ian McMillan (for John) UK Sales & Speedline
John Cross Tool Product Design & Works	Dave Mekie Service, Sales & Marketing
Steve Davies Product Management	Sandra Miller Customer Service
Peter Farnell Finance	Ali Mindelsohn (for Paul), Chairman
Martin Gallagher Graphic Design	Greg Norris Marketing
Peter Hill MD & Export Sales	Martin O'Dea Home & Export Sales, Marketing
Harry Hogg Export Sales	Sue Webster (for Jack) , Marketing & Sales

Winston Lee Electronic Product Design & Melksham

We would love to get your contribution so please use the "Contact Us" link on the website.

In addition

The SPArchive Project Team would like to thank the owners of Sykes-Pickavant, Mr Paul Archer and his wife Louise, plus Kayleigh Williams and the SP Team at Burntwood Staffordshire for their help in assembling and presenting the SPArchive materials in their Showroom.

The Sykes-Pickavant 100 Archive Project Mission Statement:

"To preserve and promote the 100-year legacy of the Sykes-Pickavant brand, products and people."

www.SParchive.org *A "not for profit" heritage project*



January 28th 2026

The donation put together by the SPArchive Team is collected by the Assistant Curator at the British Motor Museum, Gaydon, Warwickshire.

The donation comprised 86 company catalogues and documents, plus 34 Tool & Diagnostic products, as well as an assortment of company memorabilia.

The documents will enter the Gaydon Archives and be available to automotive industry researchers far into the future. A Sykes-Pickavant Timeline Book will also be placed in the public Reading Room in the museum.

The products and artifacts will be used for display in various locations around the museum.

More donations will follow.


TVR
Griffith
Laptop Engine Analyser



The SPArchive has been created by a team of former employees during 2025, to record and celebrate the 100th anniversary of this rare "survivor" business from the very early days of the motor car. The project continues .

This book covering the period from 1918 onwards was published in January 2026.

See www.sparchive.org