



ELLIOTTS WELCOME PACK

February 2023

samonline.co.uk

Elliotts

WHAT YOU WILL FIND IN THIS WELCOME PACK



1

WHO IS SAM?

How long have we been operating? Where are we based? What do we do?

2

WHO YOU SHOULD KNOW IN SAM

Want to get in touch with us? These are the people and contact details you need to know.

3

PLACING AN ORDER

Stock running low? Customer has an enquiry? This is how to get a quote and place an order

4

MARKETING SUPPORT

Everything you need to support you and your customers, from samples and literature, to 'how-to' videos and installation tips.





OUR COMPANY – KEY FACTS

1

Established in 1990 by Sam and Julianne McCrea, SAM remains a family owned business.

2

SAM operates from a 10-acre purpose-built factory in Antrim and a 5-acre site in Donington, Lincolnshire.

3

SAM is the UK's market leader in MDF mouldings with a market share of approximately 25%.

4

As well as selling product in the UK and Ireland, SAM has established export markets in The Netherlands and Belgium.



1

240,000 ft² manufacturing space

2

176 staff

3

Current turnover of £70m

4

Current MDF consumption of > 75,000m³ per year

A brighter, smoother year ahead.

We understand how important it is to have a quality product to sell to your customers. That's why we have invested over £1 million in developing our new finish using new generation resin technology to provide you with the best primed MDF mouldings on the market.

So, how will this benefit you and your customer?

- A brighter, whiter product that will capture your customers' attention.
- A smoother finish that will make it easier to achieve a superior final finish.
- A standout product that will give you a competitive edge over non-SAM stockists.

[Click here to find out more](#)



SALES DIRECTOR



GERARD WILSON

Football fan
Avid golfer
Enjoys steak and a good
pint of Guinness

gerard.wilson@samonline.co.uk



REGIONAL SALES MANAGER – SOUTH WEST / SOUTH WALES



LEE TAYLOR

Keen traveller
Rugby enthusiast
Can't live without a
good pen and good wine

lee.taylor@samonline.co.uk
07771 987 862



SALES OFFICE MANAGER



LISA LYNCH

Pink gin aficionado
Expert shopper
Happiest with her
husband and three girls

lisa.lynch@samonline.co.uk



SALES OFFICE SUPERVISOR



ANGELA LYNCH

Rally car fan
Chocolate obsessed
Baking expert

angela.lynch@samonline.co.uk
028 9442 8288 (Option 1)

TRANSPORT



transport@samonline.co.uk

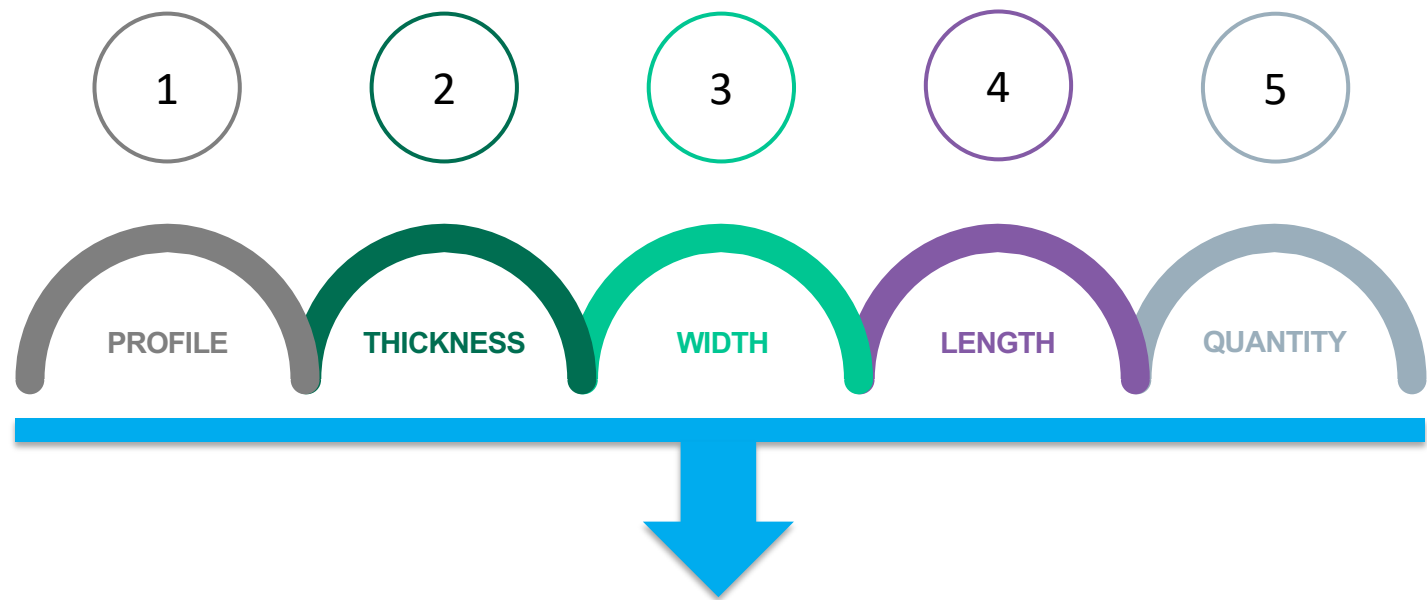
028 9442 8288 (Option 2)

MARKETING



marketing@samonline.co.uk

028 9442 8288 (Option 4)



[EMAIL SALES@SAMONLINE.CO.UK](mailto:SALES@SAMONLINE.CO.UK)

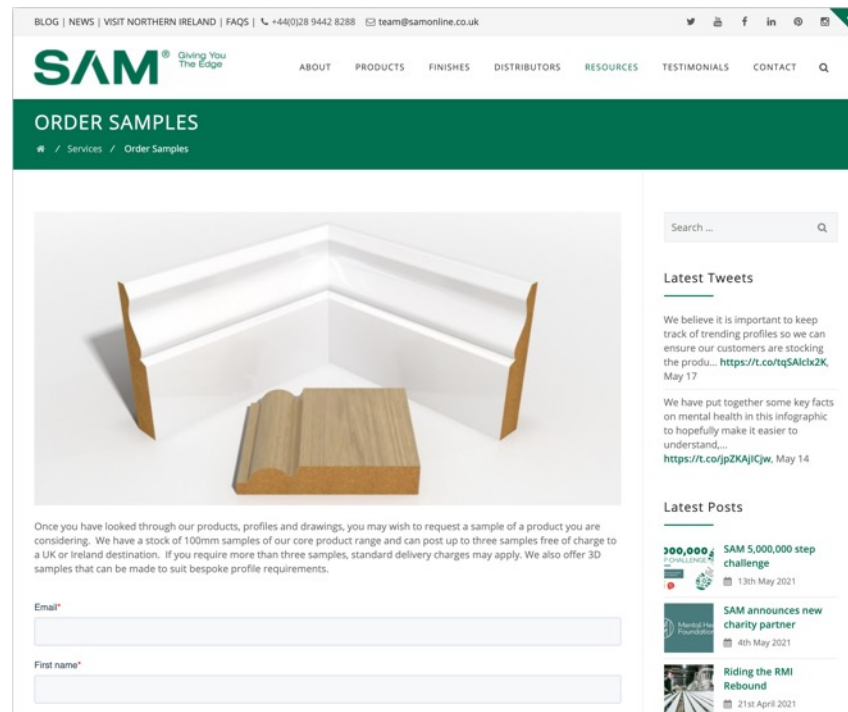
HOW TO PLACE AN ORDER

SAM[®]



Orders can be placed by emailing:
orders@samonline.co.uk

- ➔ Primed MDF samples are available for all stock profiles in one standard size
- ➔ 3D samples are available for bespoke requirements including stock profiles in a specific size
- ➔ Email marketing@samonline.co.uk with your request or complete the online order form on the SAM website



TIPS & ADVICE



How to stay ahead of the competition
Trending profiles in your area
How to paint skirting board

HOW-TO VIDEOS



How to install SAM products
How to save time and money
using MDF skirting and architrave

COMPLETED PROJECTS



Read case studies
Watch customer success stories
See testimonials



PRODUCT VIDEOS

Why choose MDF?
How SAM Stock benefits you
MDF skirting v softwood timber



TEAM SPOTLIGHT

Get to know our team
members and how they
can help you



INDUSTRY INFORMATION

Blog posts and news stories
covering important industry
topics

For brochures, CAD drawings, installation guidelines, product and technical information, help and advice, blog articles and more,
visit the Resources section of the SAM website:

samonline.co.uk



We look forward to working with you!



SAMMouldings



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