



The E-Bound Voice

Christmas 2021



**How did we do?
Customer survey in summary**

**Metal Prices on the rise.
Are copper and lead in trouble?**

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As 2021 draws to a close, it already looks like we're in for another rollercoaster ride next year. However, instead of looking back at the trials of the days behind us, I want to look forward to a new year of opportunities.

I am very proud of what we have been able to achieve, whilst staying focused on the issues that matter to our customers. Most of all, I am extremely proud of how our staff have gone above and beyond to continue serving our customers. I am privileged to work with individuals who demonstrate this level of passion and commitment, regardless of the circumstances, to keep our Company moving forward.

We have earned the confidence and respect of customers for one simple reason—we have great people. They are experts in their field. They bring a strong service ethos to everything they do. They take pride and ownership of the jobs they do.

I believe there is much cause for optimism in the year ahead. Yes, our spirit will continue to be tested, but now we know that together, we can be victorious against seemingly insurmountable challenges.

With the pandemic, we witnessed scientific communities working in partnership to develop safe and effective vaccines in record time. These advances in research may also lead to breakthroughs that could combat other diseases. The considerable drop in travel meant less pollution, giving us a foretaste of what could be with a commitment to reducing emissions. The global social justice reckoning is creating reforms which in turn will introduce improvements in businesses and institutions at all levels.

We have also seen remarkable acts of kindness and generosity, of people supporting their neighbours and communities coming together. As we move through the pandemic, we see dramatic shifts in work, leisure time, eating habits, childcare and even our collective sense of time. A generous dose of empathy and understanding will make us all stronger as we continue to rebuild and remake our world in the year ahead.

On behalf of my colleagues, I wish you a safe, prosperous and peaceful 2022.

A handwritten signature in black ink that reads "Angus Brown". The signature is written in a cursive, flowing style. It is positioned over a decorative background of gold Christmas ornaments and a white ribbon.

Angus Brown
Managing Director, E-Bound AVX Ltd

How did we do?

E-Bound AVX was set up over a decade ago with the sole aim of eradicating metal theft from church buildings. E-Bound grew steadily by continuing to develop tailor-made, reliable alarm systems for every church roof situation at a rate of approximately 100 new installations every year. The reason for this success was not just the unique technology deployed in these systems, but the delivery of superb customer service from the outset.

Over 12 years later, providing unparalleled customer service is still at the top of the agenda and in 2021 E-Bound set themselves the unflinching task of honestly assessing just how effective their service skills were, in all aspects of delivery from the initial consultation to the fulfilment of ongoing maintenance contracts.

The E-Bound Customer Satisfaction Survey was emailed to all customers in late May, with a qualifying multiple choice question about the correct age of the company (correct answer 12 years old!) enabling participants to enter into a free prize draw to win John Lewis vouchers. The majority of questions were mandatory and there were several comments sections throughout in order to capture the experience customers have had and provide their thoughts on the company. It is also important to stress that the survey was anonymous, in order that customers were afforded the discretion to provide their unfiltered thoughts.

Responses came in fast, and soon the company was able to analyse the results from over 200 respondents. Initially the most surprising aspect of the results showed that 49.5% of churches who have purchased alarms had never experienced metal theft,

whereas only 48% had been the victims of crime. The remaining 2.5% were not sure whether the church had experienced theft in the past. These figures are very close and unfortunately demonstrate the high prevalence of crime against church buildings in this country, but also indicate that more church personnel choose pre-emptive alarm systems as a deterrent. One contributor wrote "your prompt response led to installation the day before the adjacent school roof was targeted".

The survey then asked why the E-Bound AVX product was chosen over products available on the market, with multiple reasons allowed. 37% cited product quality as the determining factor, with 31% liking the ease of use. Price and product features also scored highly, with word of mouth recommendation also quoted as a key reason for people choosing an E-Bound product.

The survey asked a series of questions about customer satisfaction with the amount of technical information provided before the sale (54% very satisfied), during the installation (67% very satisfied) and on the website (43% very satisfied). As a security company which designs bespoke solutions to outwit thieves, the lack of available technical information online is deliberate. E-Bound AVX Managing Director Angus Brown blames his background in military intelligence, where the integrity of the mission must be protected by silence – "it's great for security, but terrible for marketing!"

There followed a series of questions regarding customer satisfaction with the service received from Head Office (29%

satisfied and 62% very satisfied), echoing the satisfaction levels with the timescales within which issues were dealt with (28% satisfied and 62% very satisfied).

Overall the results of the survey showed overwhelming confidence in the ability of E-Bound AVX to deliver excellent customer satisfaction. It would be easy for us to leave it there, but the true purpose for conducting a survey of this sort is to determine who is unhappy, and why.

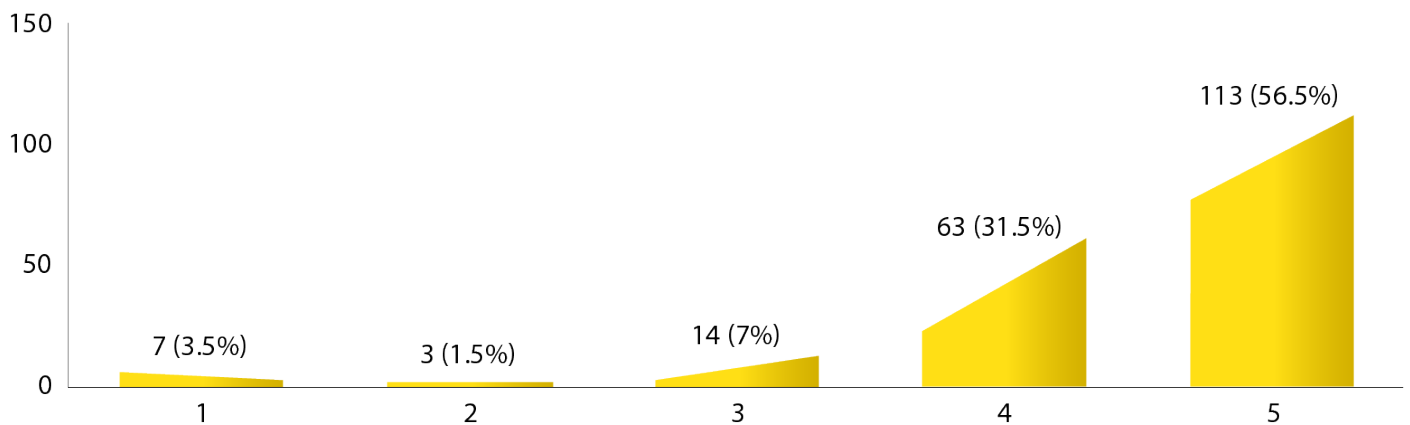
As you can see from the infographic, 5% of respondents are either very dissatisfied or dissatisfied with their E-Bound experience, with 7% not expressing a preference either way. This figure of 5% dissatisfaction was borne out in the rest of the survey, with an average of 3% answers in the negative for the other ranking questions.

The survey was anonymous, and half of respondents provided their email addresses in order to enter the free prize draw. Of these, six people provided their email addresses, and all were contacted directly by MD Angus Brown to discuss their issues, with none responding to his invitation.

The family-run team prides itself on being accessible and available 24 hours a day, with senior staff contactable directly by email and quick to respond to customer concerns. The company look forward to conducting further customer satisfaction surveys in the future, and watching that 5% rate shrink!

E-Bound AVX will continue to focus on delivering the ultimate satisfaction at every point of the customer’s interaction, in addition to providing superior technical security solutions.

Customer Satisfaction Rating



“A very professional reliable company.”

“Very good service and reliable product”

“Excellent and helpful staff, always a pleasure to deal with”

“Prompt and very good with info and reports”

Metal Prices on the Rise?

by Angus Brown

Throughout 2021 metal prices have steadily risen, in particular copper, lead and zinc.

Copper and lead have played a big role in the world economy for thousands of years. It is believed that humankind has used lead for over 6,000 years and copper for over 10,000 years.

Lead is an easily worked and corrosion-resistant metal and has been used since Roman times for pipes, pewter and paint. It has also been used in lead glazes for pottery and much more recently, in insecticides, hair dyes and as an anti-knocking additive for petrol. All of these uses have now been banned, replaced or discouraged as lead is known to be detrimental to health, particularly that of children. However, lead is still widely used for car batteries, pigments, ammunition, cable sheathing, weights for lifting, weight belts for diving, lead crystal glass, radiation protection and in some solders.

“Humankind has used lead for over 6,000 years and copper for over 10,000 years.”

It is often used to store corrosive liquids and still widely used in architecture, for roofing and in stained glass windows. Demand for lead worldwide is expected to grow, largely because of increased consumption in China, which is being driven by growth in the automobile and electric bicycle markets.

Copper is used in electrical and heating equipment because its properties make it such a useful conductor. It is used in electric car motors, household pipes, electrical installations, in fact all sorts of things we use every day. Like lead, copper is so easily recyclable that most of the copper on earth remains in the ground. It is estimated that only about 12% of all copper on earth has been mined throughout human history and nearly all of it remains in circulation.

However, there are a group of commodity analysts warning about a copper shortage with dire consequences for the world economy. Earlier this year, investment bank Goldman Sachs released a note calling copper “the new oil”, and more importantly, the bank said copper prices could double in the next few years.

Essentially, Wall Street believes copper could play a huge role in two major trends; electric vehicles and decarbonisation. If there’s not enough copper getting mined from underground deposits or coming from



Metal stripped from a church roof.

scrap yards to feed the coming demand, the industry cannot continue to do what it has done previously. This is going to lead to a severe copper shortage when all these big car companies start making more electric vehicles.

The feared copper shortage isn't the world running out of copper, it's more about the current mining and recycling infrastructure not being able to meet a potential boom in demand. The last time copper prices peaked, just before the financial crisis in 2008 and 2009, people were stealing copper wires out of the ground and copper pipes and roofing. Lightning conductors are usually heavy gauge, high quality copper and thieves who ripped down and stole a copper lightning conductor pulled down a church spire in the process. Masonry from the spire crashed to the ground during the raid at All Saints Church in Little Staughton, Beds, causing an estimated £50,000 of damage in the process.

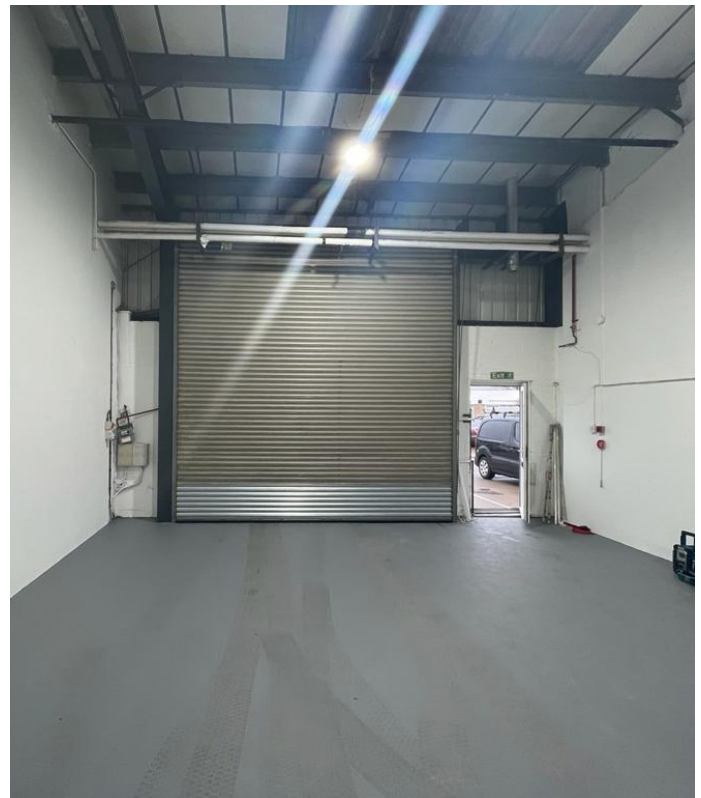
“Thieves who ripped down and stole a copper lightning conductor pulled down a church spire in the process.”

One defining characteristic of metal theft is the motivation. Whereas other items are generally stolen for their extrinsic value, items involved in metal theft are stolen for their intrinsic value as raw material or commodities. Thefts often have negative consequences much greater than the value of the metal stolen, such as damage and destruction to listed buildings and internal damage to timber and plaster work when roofs are stolen.

When Two Offices Become One



At the beginning in 2009, E-Bound operated from an office in Peterborough and a second in Lincolnshire. In 2020 we decided to merge the two offices to improve communication and day-to-day operations by sharing the same office in Peterborough and also acquiring a new industrial unit for vans, tools and stock to be stored. This change has increased cooperation between departments and allows for a more seamless experience for our customers.



“This change has increased cooperation between departments”

Although major adjustments, such as relocating office staff and equipment from more than 65 miles away can put a strain on employees, E-Bound have adjusted well and a year later, teamwork between departments couldn't be better.

Office News



E-Bound Now an Employee Owned Trust


We are delighted to announce that E-Bound AVX now operates as an Employee Owned Trust (EOT).

We have formed a business called E-Bound AVX EOT Limited in order to carry on business as an Employee Owned Trust company. The three Directors of the company have transferred a majority shareholding to this Trust company under a share purchase agreement.

E-Bound AVX is very much a family-focused company with a tightly-knit team and our employment standards have always been very high. We have always prided ourselves on recruiting


the best staff for the job and we know that by operating in an open and transparent manner with the staff as our stakeholders, we provide these stakeholders with responsibility for their future. Our succession planning is built in to this model.

Employee ownership is increasingly proving to be a highly resilient and successful business model and research has shown that EOT businesses tend to be more successful, competitive, profitable and sustainable.



“Having worked for E-Bound for 6 years, I was delighted to learn that the business was converting over to employee ownership. I have always felt at home working here and that E-Bound was more of a family, now even more so with more sense of security in my career than ever. Having joint ownership in a company that I have been with for so long makes me feel more passionate about the business and what we do.”

Sharny Day, Admin Manager



“We were approached by a much larger company and for them an acquisition made good sense. However, we knew that the sale would result in the majority of our people losing their jobs and an end to the company and its culture. Who better then, to take the company forward than those who already work here? Our employees now have a real stake in the future success of the business. The formation of an Employee Owned Trust protects and secures their independence and allows the culture and values of the organisation we started to continue for future generations.”

Angus Brown, Managing Director

Alarm responsibility over Christmas period

Nominated contacts could be called by our alarm receiving centre Remote Watch Monitoring if an alarm signal has been received.

It is important that you accept their call and attend site as quickly as possible.

Save the Remote Watch telephone number so you know who's calling you **01484 404150**

DUTY CALLS

When you arrive at the property:

Do not put yourself at risk

Do not enter the property unless you are certain that it is safe to do so, if the emergency service have attended the site, follow any instructions given

Check carefully for suspicious vehicles and persons, but DO NOT approach them

Key Facts That You Need to Know

- There should be a minimum of 3 contacts/ keyholders available 24/7
- Each keyholder should have transport and reside within 20 minutes of the property
- Remember to take keys to the property if necessary
- Please do not interfere with the alarm during or after an activation unless instructed to do so by a member of staff at E-Bound i.e. muting the alarm
- If you find any damage or suspicious activity, call the police immediately followed by our office

What to Expect...

Alarm activates

Alarm receiving centre call keyholder

Keyholder attends site as soon as possible

Keyholder acts according to situation



E-Bound AVX Ltd

E-Bound *Care*

Extended Warranty Package

E-Bound Care aims to eliminate sudden costs with an annual payment of just £225* a year.

**01733
843341**

*All prices are excluding VAT

