

# C Dugard Ltd Company Profile


**1939** The late Charles Dugard established C Dugard Ltd. The company was principally involved in sub-contract manufacturing and the sale of used machine tools. The company has grown and is today involved with the sales and backup of new quality machines from around the world, in addition to being a major player in the supply of second hand machine tools and is still a family concern under the control of the directors – Bob and Eric Dugard




**1978** After many successful years of involvement in the sales of new and used standard machine tools, the company entered the new CNC machine distribution market.

**1982** The company relocated to a purpose built 30,000 sq ft showroom in Hove, East Sussex



**1990**  Dugard embarked on their first venture outside the UK. MTI (Machine Tools International) was established in Poland to promote the company's now extensive range of machine tools in the Polish Market.



**2000**  The company took a major step to introduce the Dugard Eagle range of CNC Lathes and Vertical Machining Centres to both the UK and European markets

In addition to the Eagle product range from Taiwan, machines are imported from Japan, Taiwan, Korea, Germany and Czech Republic. The extensive product range has been specifically selected to offer customers value for money both in machine specification and performance.

**2001** Focus CNC Machine Tool Company was formed in Taiwan after the demise of the Yang Machine Tool Company. This is a collaboration using Dugard knowledge of the market requirement and the manufacturing expertise of Chevalier. Focus employs a large number of former Yang engineers who have over 20 years experience in the design and manufacture of CNC machine tools.

Dugard directors travel to Taichung in Taiwan several times a year for board meetings and have a major role in planning and managing the Taiwanese company's direction. We also frequently send engineers for technical meetings with the factory engineers and designers.





**2004** Dugard sales and service centre is opened in Moscow by Robur International. Sales reached the peak of 70 units in 2007.


**2005** Dugard UAE Sales and service centre opens under the name of Eurogulf Machines and tools in Sharjah Industrial area. The UAE operation mainly services the oil industry, concentrating on borers, lathes and double column milling machines.


**2007** Refurbishment of the Head Office in Hove including the launch of the new Showroom.



**2009**  Dugard signs contract with Samsung Machine Tools to become sales and service support center for Samsung Europe, Middle East, Russia and CIS sales. With an extensive range of turning centres, Samsung are renowned for superb technology and high quality machines as well as competitive prices.


**2010**  Continuing our development of our sales and support services we established a company in Moscow, Russia. Dugard Rus LLC is based at Rentov City (a suburb of Moscow). Currently we have 8 people in the Moscow office offering sales, applications and service support for Russia. As and when required these services are supplemented from the head office in Hove.

 Dugard's Marketing Department is expanded to incorporate a video production unit. Many of our machines, old and new now have a demonstration online – both on our Dugard.com website as well as on the [Dugard channel on YouTube](#)


**2011**  Expansion of our international operations now includes a permanent base in Dubai in the Middle East.

**2012** A record year for Dugard with a turnover of £22 million – the Dugard range of machines is the widest in the UK so that combined with our stocking capability and excellent aftersales service, this record year is proof that the Dugard customers are really impressed with what we have to offer.

**2013/2014**  Brand new ranges were introduced at both EMO in Hannover and our own open house in Hove in 2013, sales of the E Range exceeded all expectations - with over 50 models sold and installed in the first 6 months alone. The Dugard Lunan range positively “flew off the shelves” at MACH 2014, marking 2014, our 75<sup>th</sup> birthday, as a bumper year for machine sales.

**2015**  Always searching for something new to give Dugard customers we launched an online shop for Dugard machine tools. With new machines from the Dugard Lunan range and all of our used machines available online, this new way to buy machine tools is an innovation for Dugard.

2015 also sees **Dugard Middle East Machine Tools** becoming a registered company. Working from a fully functioning sales and service facility in Dubai with a highly experienced team of engineers fully equipped to sell, install, train and support our entire product range.

**2017**  We were proud to add the German made EDEL range of 5 and 6 axis universal and gantry milling / turning machines to the list of machines available at Dugard. We've worked with EDEL before and 2017 is the perfect time to bring them back into the fold.

## Dugard Technical Support

Much of the company's success stems from Dugard's reputation of providing a first class after sales support and service. We have an extensive team which covers machine service, spare parts and programming assistance. We are confident that we can action all queries and requests quickly and economically.

## Applications Department

Our team of 4 applications engineers is available before and after a machine is installed at a customer's site. Their main objective is to offer programme training and advice on our full range of machines, anything from programming and tooling advice to control communications and parameters. There are regular training courses available and direct access telephone support for continued programming assistance.

## Service Department

With 6 factory trained service engineers and 6 approved sub-contractors to install and commission all the new machines sold in addition to making breakdown visits, we have a busy team working all areas of the country. In the event of a breakdown our 3 in-house technical support staff initially offers advice over the phone. In most cases this is enough to put the machine back into production without the need of a service visit. If the fault on the machine cannot be rectified over the phone the call will have helped in diagnosing the fault and deciding which spare parts need to be sent out by courier for the service engineer to fit the following day, minimising the machines down time. Our sub dealers Absolute Machine Tools have 4 service engineers covering Scotland

We aim to have engineers out on an emergency breakdown the next working day. If the fault reported is deemed non urgent as the machine is still in production, other service calls may take a higher priority. However, every reported fault is of the utmost importance to us so we will endeavour to have it fixed as soon as possible.

## Spares and Accessories Department

Our Head Office in Hove has 2,000 square feet of dedicated spare parts storage. We keep extensive stock of new spares for Dugard, Yang, Hyundai, Kia and Chevalier Grinders in our warehouse at all times. We also stock accessories including Tanshing 4th axis and through spindle coolant systems (Centrifuge and Filter) for Eagle VMCs. This inventory of spares is fully computerised and consists of components for machines past and present. Spare parts can be dispatched as late as 4:00pm on a working day for a 9:00am delivery the next morning. We also keep a large stock of new machinery for immediate delivery, which can be an advantage on the rare occasion spare parts are not available from stores.

Our dedication to offering our customers the best spares support even extends to having a small team in Taiwan. They liaise with our suppliers (both old and new), ensuring that a fantastic range spare parts are always available. We supply our CNC range of machines to dealers throughout Europe and the rest of the world. This makes our main facility in the UK the central hub for machines and spares.

## Ecommerce at Dugard

The way we do business is evolving at Dugard, and that now includes a full in-house ecommerce team at our head office in Hove. Combining the skills of our IT and marketing departments we run our own online shop including a sales site for our Dugard Lunan products, a bidding system for our used machines and processing online transactions.

We design and run our own email campaigns, sending general adverts to the whole database monthly and targeted information to specific sales areas and product interest groups more often to keep our stock levels fluid. Collecting and analysing the email campaign data has been enormously useful for us to identify potential customer interest and follow up the leads with the sales team. We fully utilise Google Analytics to optimize our web strategy as well as constantly updating our website with new products, videos, case studies and news articles and contributing information to external websites to keep Dugard brand awareness strong in the machine tool industry.

## People at Dugard

We consider ourselves extremely lucky at Dugard to be the kind of company where people stay for a long time. That means the various departments within the company have an enormous amount of experience and skill, not only with our products, but those from the machine tool industry as a whole. For Dugard to remain at the top of the industry the people within the company are vital and it's just that experience, skill and expertise that sets us apart from everyone else.








Our sales team will be the first point of contact for most of our customers, we've got salespeople based all over the UK, as well as an office in Dubai, so if you need any help or information, they're never far away and can always pop in to see you:

## Sales Team

Owen Gibbons	Sales Manager
Joe Hamilton	Business Development Manager
Richard Starzec	Turnkey Project Sales
Paul Wallace	South East
Andy Yeomans	South West
Mark Hone	Midlands
Jim Birney	Scotland and Northern England
Olli Tyrvaiven	Europe and Middle East (based in Dubai)

## C Dugard Dealerships

As well as supplying the Dugard range of VMCs, CNC Lathes, Multifunction CNC Lathes, large CNC Gantry type Machining Centres, Horizontal Boring and Milling Machines throughout Europe, Russia and the Middle East, Dugard are also official UK dealers for the following manufacturers:

	CNC turning centres and VMCs. Made in Korea
	CNC manual boring machines and floor borers. Made in Czech Republic
	CNC vertical turning centres with ATC and C axis options as well as driven tool capacity. Made in Taiwan
	High tech 5 and 6 axis universal and gantry milling / turning machines. Made in Germany
	CNC grinding machines. Made in Taiwan/Japan
	CNC machining centres and CNC Mill/Turn machines. Made in Germany
	CNC bed and travelling column milling and boring machines. Made in Spain