

WELCOME

to the 2014 Trend Catalog



From the Chairman's desk

Trend has come a long way from the early years of Jim Phillips pioneering days as a 'tool man in a van'. However, there are timeless values that Mr Phillips built his company upon - values that we strive to live up to on a daily basis. The pillars of Trend's success have been offering innovative products that offer concrete solutions for woodworkers, contractors and cabinet makers. Furthermore, it is our ambition to back up our products with industry best customer service.

We are proud of the inroads that Trend is making in the North American market since we moved to our headquarters in Greensboro, North Carolina in January 2009. You will notice a wealth of new products - from a new fire retardant AIRSHIELD for metal grinding to new Diamond Sharpening products for the wood carving and turning markets, Trend new product introductions are innovative and problem solving. Furthermore, we have made investments in a new in-house video production studio so that we can offer up to date video content on our new and improved website.

We appreciate your business and we look forward to offering you quality product backed by the finest customer service today and in the years to come.

Sincerely

Stephen Phillips
Chairman



trend[®]

routing technology

The History of Trend Machinery

In the mid 1950s, Jim Phillips was an avid woodworker who was looking for a change in career in a Great Britain that was rebuilding from the devastation of World War II. Mr Phillips had a relationship with the router manufacturer Elu and several other manufacturers in Germany and he saw a need for quality tools in England. With a bold vision and an investment in a van, Trend Machinery was born.

Having an outgoing personality and a burning desire to succeed, Jim obtained product samples, filled his van and toured factories and job sites around England. He became the first authorized Elu distributor in the UK and he demonstrated unique items like the new Elu router (the first router with plunging capability), jigsaws and drill bits. Within two years, customer demand for jigsaw blades and router bits alone enabled him to park the van and rent a permanent facility to house his new enterprise. Trend had gained a foothold in the UK's woodworking industry.

Trend Machinery grew and prospered as Jim's business grew as a product supplier and as a routing innovator. He designed numerous industry changing innovations that include: variable speed technology for the router, top-mounted bearings for router bits, dust extraction devices and the first affordable dovetail attachment. In 1981, Jim authored a ground breaking book 'Techniques of Routing'.



In the half century since those early days with Elu, Trend has established itself as an industry leader of woodworking supplies in the UK and they are particularly dominant in the routing category. Trend now has an approximate 75% market share in routing in the UK and they offer over 2000 variations of styles and profiles from entry level DIY to bits for industrial CNC machinery.

Trend has a rapidly growing business in continental Europe and in North America. Trend North American headquarters are in Greensboro, North America.



FOR YOUR NEAREST DEALER, VISIT:

www.trend-usa.com/dealer

OR TELEPHONE:

(336) 292-5051

(877) 918-7363 (Toll Free)

All our products are available from dealers around the USA. If your dealer does not have the products you require in stock, they can be supplied through your dealer for next day delivery.

AVAILABLE WORLDWIDE

We have well established distributors worldwide. Please see our website for details.

TECHNICAL SUPPORT

Our Technical Support team, staffed by experienced engineers and former tradesmen, is available for practical advice on bit selection, setting-up, jig-making and routing techniques. They also offer a leading design service for tooling made to order for specific applications.

For Technical Support:

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