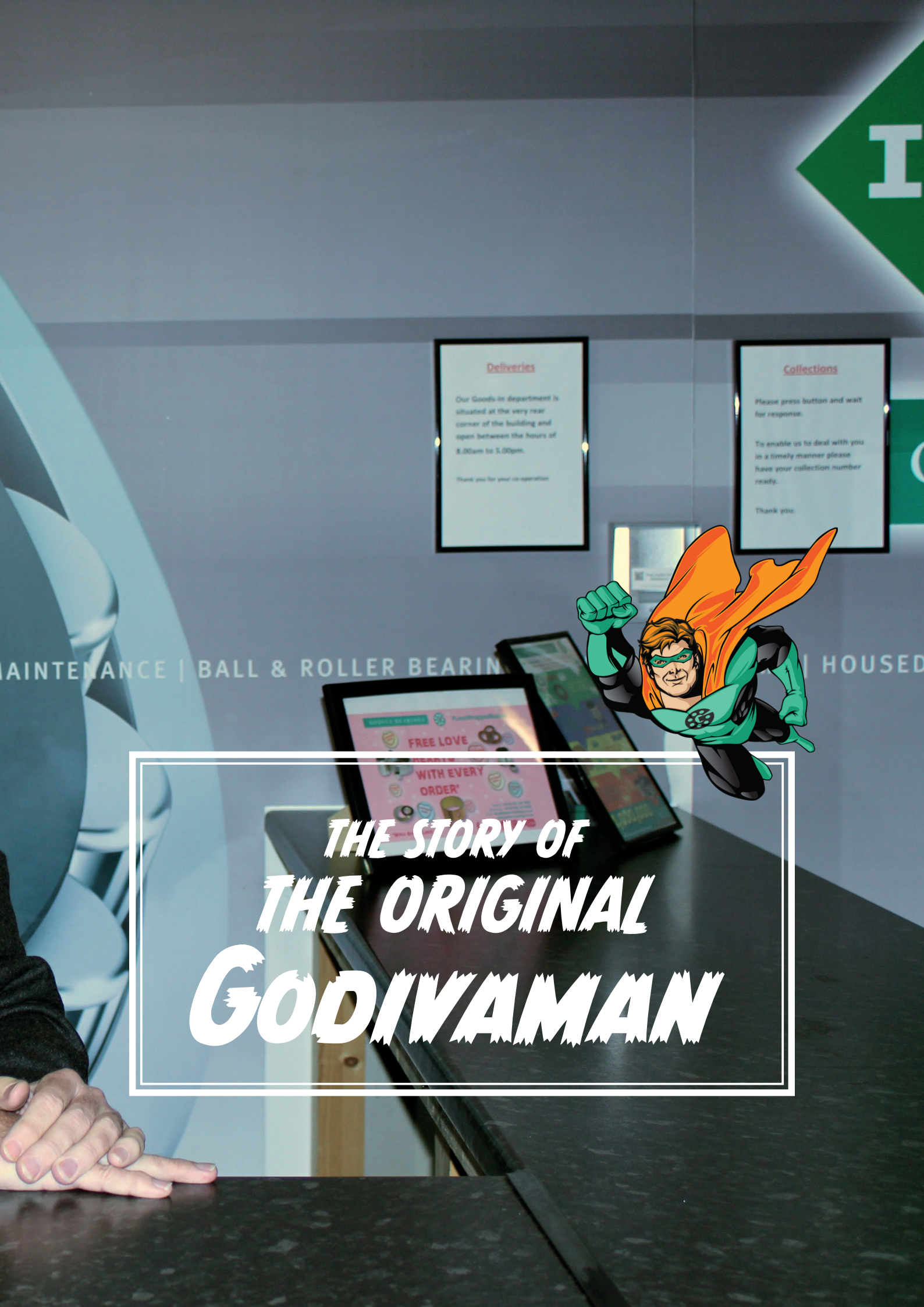




**Paul Cuthill**  
*Director Godiva Bearings*



I

#### Deliveries

Our Goods-in department is situated at the very rear corner of the building and open between the hours of 8.00am to 5.00pm.

Thank you for your co-operation

#### Collections

Please press button and wait for response.

To enable us to deal with you in a timely manner please have your collection number ready.

Thank you.

MAINTENANCE | BALL & ROLLER BEARING | HOUSED

# *THE STORY OF THE ORIGINAL GODIVAMAN*



**40 YEARS & 40 DAYS  
IN THE BEARING BUSINESS**



## ***THE STORY OF THE ORIGINAL GODIVAMAN***

Paul Cuthill started his journey to the top of GODIVA Bearings 40 years and 40 days ago as a summer helper; and has proved the upcoming young generation that the bearing industry rewards hard workers.

What I remember from my first meeting with Paul was his warm, friendly, energetic and cheerful presence during a business event somewhere in the south of Europe. I thought first that this must be the “atmosphere of the location”...After meeting him for several years, I know now that it was not “the atmosphere of the location”. This was and is just Paul himself.

We can fill the whole magazine with Paul’s career highlights, experiences and stories, which would be too many to list, so we just tried to take a snapshot during a short interview with Paul Cuthill to reveal a tip of his story.

### **How and when did your 40 years journey started at GODIVA?**

I joined once my school exams had finished. I was going to college to study engineering and my brother Ian had the company running but was in need of help over the summer so I said I could do some running around on my moped ( Suzuki AP50 ). By the time September

had come around I’d decided I quite liked the money the work was giving me so turned my back on education.

**We had mentioned in a past edition of BearingNews magazine that the story behind GODIVA is like a never ending comic book with its own unique dynamics, characters and Superheroes.**

### **As which character can you define yourself? and share the evolution of your roles within the organization for the past 40 years?**

Tough question as over the years, like in all small up and coming companies, I have worked in every department. I suppose I’d like to be the original Godivaman.

## How does the 40 years story and evolution of GODIVA look like from the eyes of Paul Cuthill

In the early days we had two local customers and by coincidence they both used lots of MPB rod-ends (as they were by then). We started telling the local bearing trade and one of our best customers then became Olympic Bearings in Hayes. They were part of a bigger organisation so at company meetings they would tell the others about us and then the rod-end business grew.

We were by then appointed as official Rose Bearing (which later became NMB) and Fluro agents.

Taking on the IKO agency over 30 years ago got us in to the needle bearing market then a few years later we got the INA agency (which then 15 years later got us FAG), so we were synonymous rod-ends and needles.

From there it has grown with agencies from all over the world giving us over 60,000 products in stock. As we only sell to the trade we have to stock in depth. Quoting delivery times is normally a none starter for the sale.

Shepperton has been our base and head office for 38 years, then came Newcastle in 1996 and then Dudley in 1998, where we now have four warehouses full of stock.

Our staff have over 300 years of bearing experience so sourcing and identifying parts is never an issue.

### Which were the main turning points for GODIVA?

Winning two fantastic accounts in the early years was somewhat lucky but we rode the luck and made it work. Made the people within these two companies personal friends (people deal with people). Then moving to Shepperton to a purpose built industrial unit really elevated us along with the opening of Newcastle in 1996 then Dudley in 1998.

### Is there any project you truly enjoyed or a customer experience you are most proud of?



Supplying the bearings for Ayrton Senna's Formula 3 winning car in 1983 and then meeting the great man at the winners party was pretty special.

### Which were the biggest challenges you had to deal with?

Divorce !!

### Are there any decisions taken in the past which you would like to change, if you could go back in time?

Never good to look back and think what might have been. You need to stand by the decisions made otherwise the wrong ones will eat away at you.

### Can you give us an overview of the last 40 years evolution within the bearing industry? Do you see there any big changes?

There have been so many changes. When I was first starting the Japanese were just entering the market but finding it very difficult to gain any market share. Now of course they are all well respected because of the quality they produce. Then the Chinese started to have an impact predominantly in the cheaper end, but still the market is dominated by Schaeffler and SKF.

### How do you define the point that GODIVA has reached today?

An amazing achievement when you consider everything we have achieved has been from within. There have been no sister larger companies to help us.

### What are the future plans for GODIVA?

Who knows the future holds? But with the energy of the staff plus the direction of the management team it certainly looks very good. Lots of opportunity's on the horizon :-)

### How do you see your role within GODIVA in the future?

When the time comes that I don't want to get out of bed to go to work, that is the time I'll hang up my boots. I'm pleased to say I still get a buzz from work so hopefully that time is a long way off.

### Do you have any suggestion for young and ambitious bearing distributors?

Yes, always buy from Godiva!

