

THIS BOOK IS DEDICATED
TO THE PEOPLE
WHO MADE THIS STORY POSSIBLE.

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The Reflection of a History

©Industrial Arcol S.A.

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THE REFLECTION OF A HISTORY

75TH

PREFACE

In relatively few pages, this work explains a history covering 75 years. It reflects not only a company but also a part of my family. It is a complex task given that it mixes personal, family, and business feelings that are sometimes difficult to merge... Because these years represent not only a set of milestones and historical events, they also embody the passage of time, the evolution of ideas and innovations, as well as generational changes, the people who have worked together; and, of course, the evolution of a company.

Personal memories from my grandfather's time seem distant to me, but the participation of my family and colleagues has allowed me to get to learn some unpublished facets of their day-to-day life working alongside my father during the years that forged Arcol's history.

Reading these pages is like travelling back in time in order to understand a philosophy of work and a spirit of improvement both in written form and in the photographs accompanying each chapter; nostalgic memories that provide witness to each epoch.

This book you have in your hands is a tribute to the effort and passion of the men and women who have participated and collaborated, in one way or another, for over 75 years, in making my grandfather's dream come true and channelling the innovative energy of my father.

Finally, I would like to express my sincerest thanks to the customers and suppliers for the trust they have placed in Arcol over the years. We are fully aware that without them, this project would never have seen the light. Without them, the company would not have survived for so many years and we hope to continue to deserve their trust.

Thank you all for your collaboration and professionalism.

Raül Colom
General Manager

A R C O L

Arcol: five consciously intertwined letters that reflect the cycle of life... Time and generations... That invisible thread that exists between them and was reinforced because a certain Arturo Colom, in a Barcelona that was beginning to re-emerge from post-civil war chaos, had a business idea. It was as if his mind suddenly opened; he went with his intuition and began the adventure...

75 years of the history of a company... of a brand, but without doubt of a team. People, without whom, this story would not have happened.

Everything that happens around us affects us, makes us move forward and adapt to circumstances.

When you have to narrate the day to day existence of a firm, over so many years, it might seem banal, however that nitty-gritty has inevitably influenced us at all times.

Events that make us laugh, think, sad... What happens to our family, friends, city, country and even the larger world, causes a reaction in us. For that reason, we will narrate our history with references that go beyond our walls, realities that, at the time, were at least topics of conversation between people who shared hours and hours of work for the company, enabling it to prosper over 75 years.

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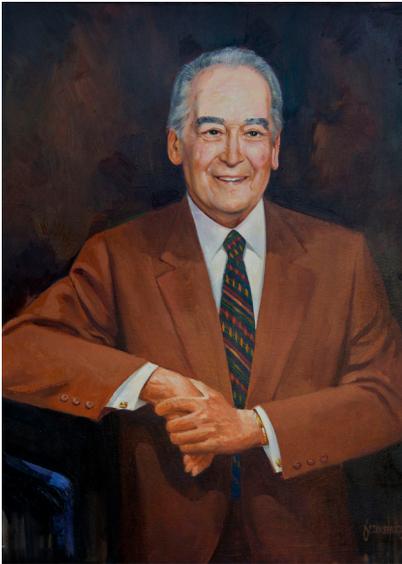
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It was a spring in the 1940s, when Barcelona began to change and hopes were renewed and grew... Arturo Colom relied on this idea, making it his professional, personal and family goal.

He longed to found a business that would bring together his projects and concerns. Of course, he knew that the road would be hard, but he also knew how to surround himself with people who he captivated with his charisma, with whom he worked side by side; in short he managed to form a great team.



Arturo Colom Domènech

Today we would probably say he was a born leader, although he certainly did not feel that way. He constantly worked alongside his employees to make the company consolidate and grow. With his character and demeanour (and not forgetting his commitment to a job well done) he created a close knit family atmosphere in the workplace.

The spot he chose for his workshop came to him on a walk... During a morning stroll along Avenida Meridiana he sketched out his ideas until, step by step and unintentionally, he stopped at the right place and time, on Calle Nación... Out of the blue he was closer to achieving his dream. Indeed, in his mind, Arcol already existed.



*Train stopped at Clot station - 1940s
(La Barcelona de antes)*

Arcol started its existence at Calle Nación #18, near Avenida Meridiana, in the working class district known as Clot. At that time (as can be seen in the previous photograph) the railway ran along the surface. Back then, the Meridiana was a huge road that had not yet been heavily built on, there were still many open fields along its length. There was no subway, nor was it yet an expressway for cars.



*Ronda Universidad
(La Barcelona d'abans, d'avui i de sempre)*

1942, was a year of frozen beginnings... Bitter cold held much of the city of Barcelona in its grip and led to heavy snowfall on February 18th.

The photograph above shows a bus, decorated beautifully by the snow, travelling along the Ronda Universidad.

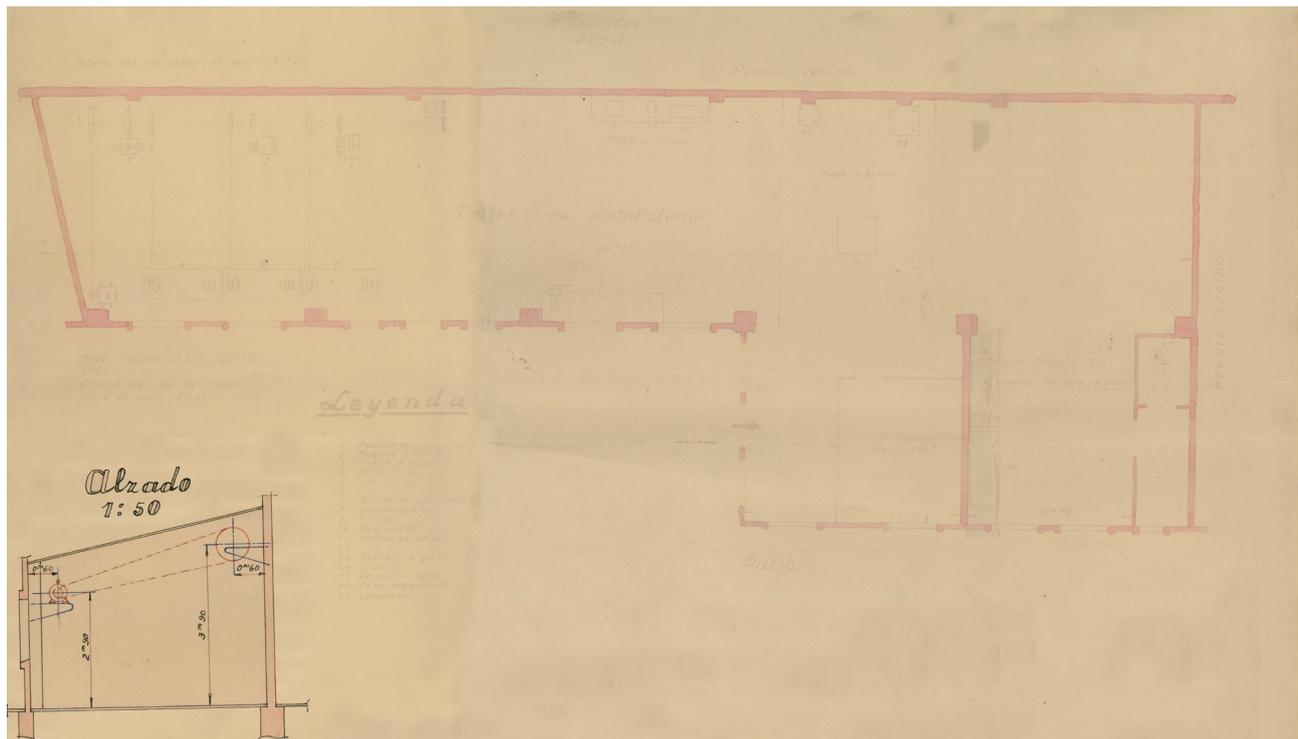
This was the Barcelona of 1942, the year that Arcol's journey began.



Official approval of plans
by Barcelona City Council

Before becoming tangible, Arturo Colom's dream needed to go through all the official hoops needed to set up Arcol.

The plans showing the stamp of approval of Barcelona City Council dated 1942 were the prelude to Arcol, as were the premises where the company would start its business in Calle Nación #18.



Plans of the premises in Calle Nación

Suddenly, it was a reality. Here you can see the entrance to the workshop on Calle Nación... which at some point had its number changed from 18 to 20. The large carriage doors gave the entrance to the workshops an attractive halo of mystery and romance... So mysterious that the new workers doubted the existence of a company behind them and most went to the grocery store next door to ask where Arcol was. Today that distinctive door continues to adorn the company, although now only in a painting. It was just a door, but behind it lay a whole enthusiastic team ready to work.



Painting by Jesús Ballesteros

Official forms, a workshop, material... And most importantly, a team of professionals, the first Arcol family. Initially there were only four people who began shaping the early days of the company, four workers who together with Arturo Colom shared the same dream.

Mr. Colom, strong and tenacious, also had a clear vision of the future.

The first articles made were horns and oil cans.



Back then, horns were essential safety items when driving around, their honks warning pedestrians... But in films they had become a comedian's *tool* thanks to Harpo Marx, who triumphantly pretended to be dumb, inventing the scenic resource of sounding his horn instead of speaking... It became a cinematic icon, but also a party of daily life in Arcol.

Examples of our early horns and oil cans

Arturo Colom, the founder, not only created the company; he was also committed to, and participated in, the social and cultural life of the city, especially in the district most associated with him: Poblenou. Here we see him dancing with his wife Consell, in the «Casino L'Aliança» in Poblenou: an emblematic space that Mr. Colom presided over for some years.

It was not all work and no play.

Arturo Colom was also very much a family man.



Arturo Colom with his wife Consell

Here we can glimpse his more relaxed and happy side, with his wife and son.

A great man always has an outstanding woman at his side... Consell was dedicated to her husband and their only son, who was also, of course, named Arturo.



Arturo Colom with his wife Consell and their son, Arturo Colom Jr.



Arturo Colom holding a dove in a cage (Colom is Catalan for dove)

Arturo Colom was a determined entrepreneur, with clear ideas... as well as a craftsman, welder and lathe operator.

His open mind encouraged him to form part of another classic Barcelona cultural grouping, *El Arca de Noé*, an entity founded in 1927 by the painters Santiago Rusiñol (Mr. Nightingale) and Francesc Llop (Mr. Wolf).

In order to join *Noah's Ark* you had to have a surname linked to the animal kingdom. Their activities? Trips to the zoo, initiatives for the protection of animals... In addition, the group totally forbid (and still do) discussions about religion, politics and football.

While he was sociable and committed to good works, Arturo Colom was also meticulous, orderly and responsible. In the 1950s, the raw material needs of a company had to be officially justified, making it necessary to fill out the appropriate forms and here we can see the regulations governing such applications. In addition, it was also necessary to demonstrate that all these materials were indispensable and only needed for the stated purpose. Forms and more forms, but Arturo Colom took them in his stride and continued to bring his dream to fruition.

MUY IMPORTANTE

Los pedidos deben redactarse en CINCO COPIAS.

Para que se cursen los pedidos deberá obrar en poder de este Sindicato (Grupo de Transformación y Manufacturas No Férrreas), el certificado de la Autorización de Industria correspondiente, en su forma original o foto-copia, por lo que de no haberse mandado anteriormente, se deberá acompañar a la primera petición.

Indicaciones generales para redactar este formulario de pedido

- (1) El peticionario puede relacionar hasta tres fábricas, por orden de preferencia, que desea le efectúen el suministro de los materiales solicitados. Este deseo se podrá o no tener en cuenta, aun cuando se respetará siempre que sea posible.
- (2) Se consignará el metal o aleación que se solicita por su denominación técnica comercial (cobre, latón, bronce, etc.) debiendo expresarse en caso de aleaciones la composición centesimal de éstas.
Las aleaciones tipo en los latones son las siguientes:

Chapa y cinta	67/33
Tubo	70/30
Hilo.	65/35
Barra	60/40
Perfiles	70/30
- (3) Se indicará la clase de los materiales según la denominación comercial al uso (chapas, tubos, cintas, barras, hilos, etc.), dato indispensable para que el pedido pueda ser cumplimentado por la factoría suministradora de acuerdo con las necesidades del peticionario.
- (4) Se deben expresar las dimensiones, según la clase del producto, con la claridad suficiente para poner de manifiesto su forma, así en los tubos se expresarán los diámetros interior y exterior, en las cintas, pletinos, chapas, etc., su ancho y grueso, y en las barras e hilos su diámetro, etc.
- (5) Debe concretarse el número de unidades solicitadas, la longitud en metros, para los hilos, barras, cintas, tubos, perfiles, etc., y el número para chapas, aros, etc.
- (6) En esta casilla se consignará el peso exacto de los materiales solicitados.
- (7) En esta casilla se consignará el peso del cobre contenido, para cuyo cálculo y en caso de latones, se utilizarán los porcentajes figurados en el apartado (2).
- (8) Es del mayor interés se indique claramente en este apartado, el destino de las piezas a fabricar o trabajos a realizar y si bien con la mayor concisión posible, se debe poner de manifiesto con toda claridad este dato, pudiéndose acompañar al pedido cuantos justificantes se consideren de interés al respecto.
- (9) Se consignará el número total en la fecha en que se suscribe el pedido.
- (10) Debe expresarse la fecha del trimestre que se toma como base para hacer la declaración de necesidades de cobre. Este dato aunque aproximado debe poner de manifiesto la necesidad real que de este metal tiene la Empresa. La comprobación de falsedades sobre el particular, originará las sanciones que la Superioridad estime pertinentes.
- (11) Deberán relacionarse todos los cupos con expresión de los tipos de fabricación y los kgs. de cobre contenido autorizados teóricamente.

Los peticionarios por una sola vez, que no sean habituales consumidores del cobre, no tendrán en consideración los apartados (9), (10) y (11).

Procurement form for raw materials

Orders of raw materials were necessary, indeed, indispensable in the manufacture of spare parts and accessories for automobiles. Stating that they would not be used for any other purpose was also necessary.

Número del pedido 1-0.

ORDEN A Metales y Materia Ribera S.A.

Barcelona 20 de diciembre de 1950.

Señores. Maestros:

Sírvanse remitir por cuenta de MARINER Y COMA Sociedad Limitada de Barcelona, para expedir por comisión a Barcelona calle de la Nación n.º 16 y consignado a los mismos, los materiales siguientes:

Calidad	Naturalidad	Dimensiones en m/m.	Cantidad	Peso en Kgs.	Peso del cobre necesario
Lata 67/33 recoñido	Cinta	300 X 45/100 50/100 y 65/100	5.200 Kgs.	5.200	3.484 Kgs.
Lata 70/30	Subo	23 X 25 y 30 X 32	500	500	350 Kgs.
Lata 60/40	Bazza	Redondo de 6,7,8,9,15,19 y 21 mm ø Hexagonal de 15 y 21 mm ø	1.200 Kgs. 300 Kgs.	1.200 300	720 Kgs. 100 Kgs.
Totales.				7.200	4.734

Destino de los materiales. Nuestro cupo ANUAL adjudicado por el Sindicato Nacional del Metal el 26 de septiembre de 1950 para la fabricación de Recambios y accesorios de automóvil.

Declaramos que los materiales consignados en este pedido, son los estrictamente indispensables para el destino que queda expresado, no pudiendo substituirlos por otros exentos de cobre o aluminio o que tengan estos metal en menor proporción, así como que no serán utilizados en ningún otro trabajo sin previa autorización del organismo distribuidor.

Sello de la Dirección General u organismo por el que se cursa el pedido. Firma y sello del peticionario

Purchase order for brass

The purchase of brass, essential for our industry, was regulated and companies were kept to an annual quota. This quota was calculated by estimating the quantity of pieces that would be manufactured.

Saludo a Franco - ¡Arriba España!


SINDICATO NACIONAL DEL METAL
 FERRAZ. 44
 MADRID

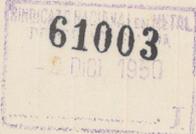

 Toda la correspondencia dirigida al SINDICATO NACIONAL DEL METAL debe cursarse por duplicado a través del SINDICATO PROVINCIAL DEL METAL de BARCELONA Via Lapetana 12 18 3

Dpto. Automóvil

Su Ref. _____

N/Ref. 1123D-1064/50

Asunto: Cupo de materiales.-



Le comunico que en la Junta Sindical Nacional del Subgrupo "Fabricación y Recambios de Accesorios de Automóvil" celebrada el 26.9.50, le fué a Vd. adjudicadó un cupo de latón de 7.200 kgs. por lo que le ruego que a la mayor brevedad nos envíe en 8 ejemplares los correspondientes pedidos.

Por Dios, España y su Revolución Nacional Sindicalista.

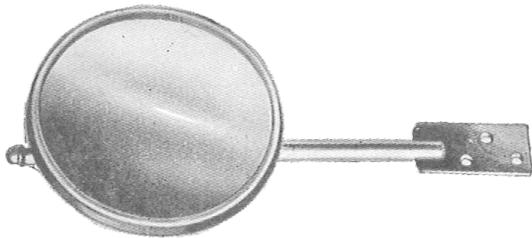
Madrid, 9 DIC. 1950
 EL JEFE DEL DEPARTAMENTO



Official quota for acquiring brass

Then the time came when our first rear-view mirror was made, a key piece in our company's history. Thanks to this mirror we learned that before continuing, it is necessary to stop, to look back, to reflect, to retrace again the paths that life has taken us on, all with a sure compass, in order to travel confidently along that idyllic road towards a longed for future...

Let us cast our minds back for a moment. The Benz Patent-Motorwagen (Benz patented motor car), considered the world's first car, was introduced on July 3, 1886. But there was no talk of a mirror to see what was happening behind the car until 1906, when racing driver Dorothy Levitt wrote a book entitled *The Woman and the Car* in which she said that women could carry a small mirror to see what was happening behind them holding it in their hands while driving.



Biscuter model rear-view mirror

For a while, racing cars always had two seats. One, obviously, for the driver and another for a mechanic, who made sure that the car was working well during the race. He also kept an eye out on the road and was able to look around and tell the driver the positions of any cars behind them. In 1911, the Marmon Wasp was built without a seat for the mechanic. This necessitated a device that would allow the pilot to constantly know where his rivals were on the track. So Marmon developed a support on which they mounted a mirror so that their ace driver Ray Harroun could be aware of everything happening behind him.

They were probably unaware that they were making history by creating the first car with a rear-view mirror.

However, the patent for a rear-view mirror dates was not applied for until 1921; filed by Elmer Berger, who developed it with the idea of mounting it on the production cars of that time.

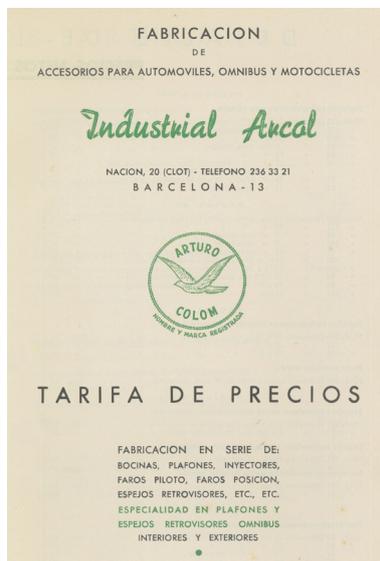
In our history as a company we would have to wait until 1953 for our Biscuter model to be commercially released.

This car originated in France, in the late 1940s, as a minimal car called the *Bi-scooter*, by its inventor Gabriel Voisin. The name implied that it was the size of two motor scooters or a motor scooter with four wheels. In France, the idea did not attract the interest of manufacturers or the public, but the opposite occurred in post-war Spain, and Voisin sold the license to the Barcelona based firm Autonacional S.A.



The Bi-scooter car

Rear-view mirrors became our star product. Without a doubt, the 1950s was a very productive decade and Arturo Colom was up and running. The constant manufacture of new pieces required the creation of a products catalogue with a price list.



Price list brochure cover



Catalogue cover

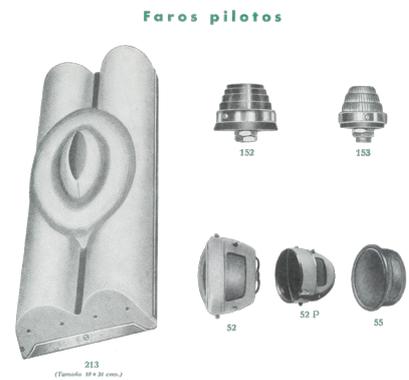


Rear view mirror models



Ceiling light models

Inside you could view these models that would appear in various different catalogues for many years.



Headlight and reflector models

We were already prepared to continue making progress... this time in the media, as shown in this interview conducted in 1955 in Radio Barcelona's studios:



QR code for a radio program



Original vinyl recording

In the recording, Arturo Colom carried out the first bit of marketing for the company.

The 1960s

The nineteen-sixties began with major changes in the city that up till then had been growing at quite a slow pace. In July 1961, the passage of trams along Barcelona's Ramblas was stopped. This gave rise to a change in mobility in the

city; the motorcycle filled the gap as the motorcycle had replaced the bicycle some years before. Arturo Colom saw an opportunity and increased production of his rear-view mirror, which he had already begun years previously with the DKW. Along with the corresponding support material.

and 1970s



DKW Motorcycle

On the evening of 3 July 1965, many young people would have ridden atop a DKW motorcycle out to the Monumental Bull Ring in Barcelona to see the triumphant debut in Barcelona of *The Beatles*. Others would have got there in the ubiquitous SEAT 600 utility car that had invaded the streets of Barcelona, now a city of one million six hundred thousand inhabitants.

Barcelona, as a city, was changing, its economic structure becoming closer to Europe, influenced by another phenomenon of the decade: the arrival of mass tourism in Spain.

Aware of this evolution in his environs, Arturo Colom expanded production of tail lights and mirrors.

The model 261 and 263 tail lights and model 270 and 273 rear view mirrors, were first manufactured in the 1960s. They are still in our catalogue to this day.

ARCOL

ESPEJOS RETROVISORES D. K. W.



PARA D. K. W. - 800
 Largo vástago: 210 m.m. (L: 18 m.m.).
 Cuerpo esmaltado al fuego en pintura marteló color gris.

Mod. 229

PARA D. K. W. F. - 1000
 Largo vástago: 150 m.m.
 Cuerpo metálico, cromado.
 Pieza sujetón rótula, latón cromado.

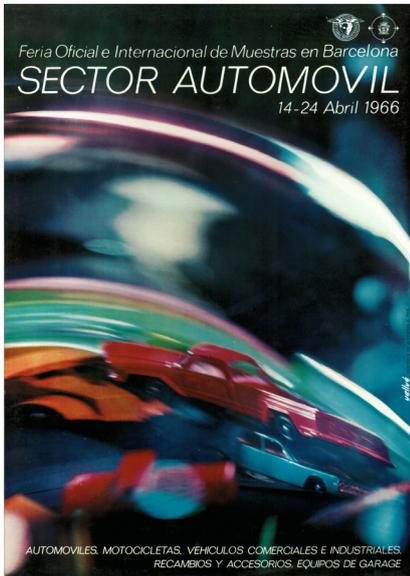
Mod. 232

CARACTERÍSTICAS COMUNES

Díámetro cuerpo: 120 m.m.
 Díámetro luna: 114 m.m.
 Vástagos, originales D. K. W., aluminio fundición pulidos.
 Demás piezas sujeción, metálicas, zincadas.
 Casquillo protección rótula, acero inoxidable.
 Conchillo fijación luna, poliestireno antichoque, color blanco.
 Se fabrican indistintamente para lados derecho e izquierdo.



DKW rear view mirror models



Poster for the 1966 Automotive Trade Fair

These changes in the city of Barcelona gave rise, on 14 April 1966, to the reopening, after 31 years, of the Automobile Sector in the International Trade Fair of Barcelona.

Apart from the phenomenon that was the Seat 600, the Citroën 2CV also became fashionable. This was a car that was central to thousands of adventures of well-known characters in the world of the comics of the time, undoubtedly leaving a mark in the heart of all those nostalgic for Mafalda and Tintin.



2CV Van

While the rural world associated the C.V. with hard work in the fields, the city experienced it largely through the van version, which carried out an infinity of door to door deliveries distributing a wide range of packages.

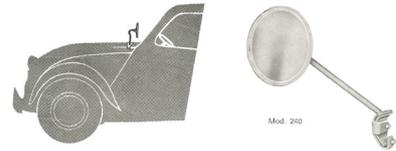
Arturo Colom, an entrepreneur always keen to keep an eye on innovations in the automotive world, began production of rear view mirrors that were ideal for the 2CV, as spares, making his contribution to the history of this milestone in the story of the car.

Barcelona continued its dynamic relationship with the automotive world. In 1968, Spain regained the right to organize a Grand Prix that counted towards the World Formula One Championship.

That year the race was held at the circuit in Jarama (Madrid), where it was agreed to annually alternate the setting of the race between that circuit and the one on Montjuïc hill in Barcelona. The first Spanish Grand Prix run on the urban circuit of Montjuïc was held on May 4, 1969, followed by the 1971, 1973 and 1975 editions.

ARCOL

ESPEJOS RETROVISORES CITROËN 2 CV.
SOPORTE ESPECIAL DE SILENCIO PARA FIJACION EN EL CAPO SIN AGUJEROS
P A T E N T A D O S



PARA FURGONETA
Largo útil varilla: 205 m.m.
Cuerpo esmaltado al fuego en pintura azul, original CITROËN



PARA BERLINA
Largo útil varilla: 190 m.m.
Cuerpo metálico, cromado.

CARACTERÍSTICAS COMUNES

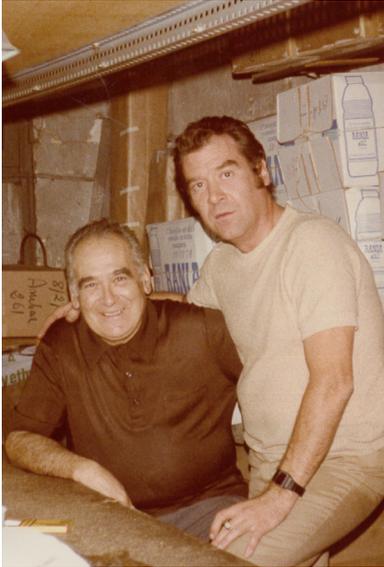
Diámetro cuerpo: 120 m.m.
Diámetro luna: 114 m.m.
Varilla y soporte fijación, metálicos, cromados.
Complementos soporte sujeción, metálicos, zincados.
Carguillo protección rétila, acero inoxidable.
Carguillo fijación luna, poliéstereno antichoque, color blanco.



Rear view mirrors for the Citroën 2CV



Motor-racing at Montjuïc (slideshare.net - Vitalitat)



Father and son ready for action!

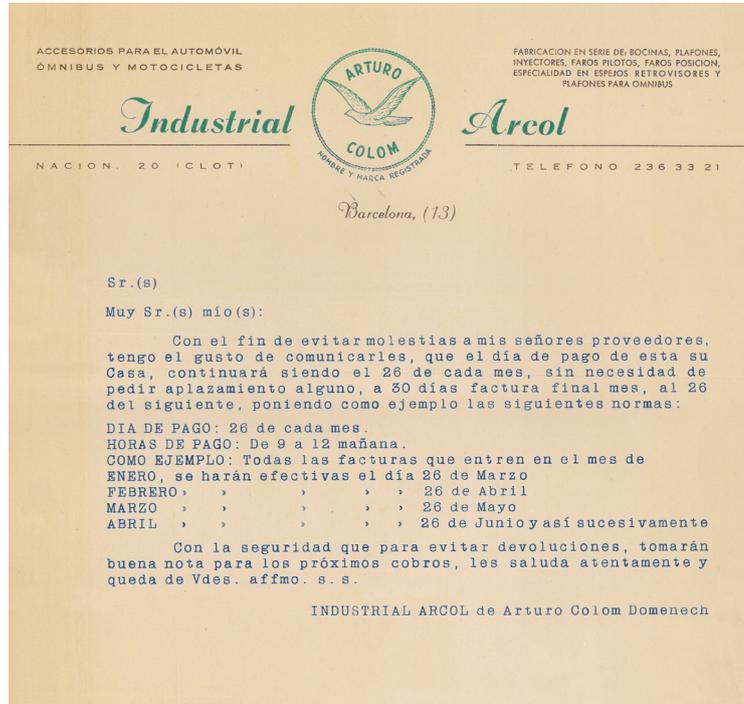
These years also saw Arcol begin patenting the design of its products. The first prototypes were created from an idea of Arturo Colom's. One by one, improvements were made, with the collaboration of modellers, until the ideal model was achieved, patented and manufactured.

In the nineteen seventies, Arturo Colom Junior joined the company; he had grown alongside his father spending many hours in the Arcol workshops... He trained and prepared himself conscientiously for a clear purpose that filled him with pride. Through his determination and great enthusiasm, he managed to turn a small workshop, little by little, into a consolidated company. Father and son made the ideal tandem. Both had strong personalities, but while the elder Co-

lom leaned towards a more craft-based side, Arturo Junior could boast commercial skills, thus favouring relations with the people he knew would best develop in a particular field. The Coloms complemented each other perfectly.

In the institutional world lay the foundations of internationalization. In October 1970, Spain signed the Act of Accession to the European Economic Community, via a preferential trade agreement. This opened up new opportunities for Arcol.

During these years, Arturo Colom father and son had been expanding the models manufactured both rear view mirrors and tail lights, but they had also restructured the internal organization of the company, as can be seen here.

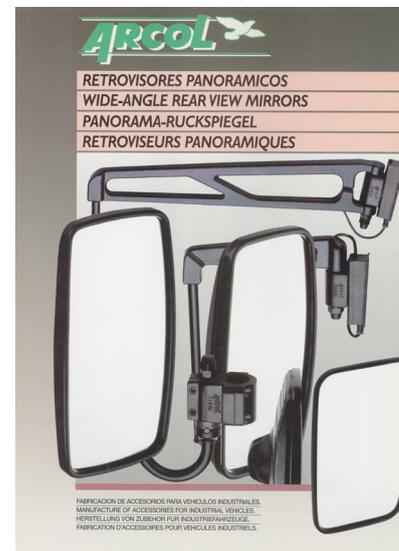


Note informing suppliers of the day on which they would be paid

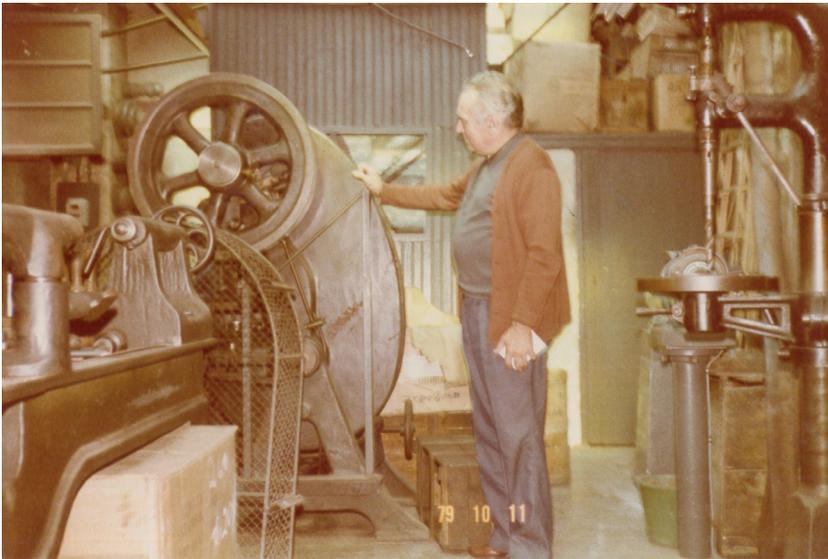
Arcol evolved; we were growing, so the Coloms took another step, organizing the company better, dotting the i's, so to speak... This note informs suppliers of the day on which they would be paid...

In 1977, we started to bring our products into line with European regulations, starting with model 261 and 263 tail lights.

In those years, Arturo Colom Jr. created the 200 series mirrors in order to consolidate our firm in the bus and coach sector, which is currently a fundamental pillar for Arcol.



Rear view mirror catalogue



Arturo Colom examining a press



Arturo Colom with our first exports

Meanwhile, the Coloms' maintained their presence in the day to day running of the business.

Arturo Colom always checked everything. He carefully examined each piece, each material.

As a result, Arcol began to export! Curiously, Calle Nación (Nation Street) had formerly been called International Street, so we had to internationalize, like it or not...

The first country we exported to was Chile. Today we have a presence on the five continents.

Before leaving the 1970s, we must not forget to mention that everything described here was only possible thanks to Arturo Colom's co-workers. Special mention should be made of Roser, whose vitality and positivism had already made her part of the Arcol family from day one. Roser talks about Arturo Colom as someone she held very close, far beyond a simple working relationship. For her, *l'avi* (the grandfather) was someone to admire, to trust... She says that he always had a kind word for her.

And meanwhile... Roser, as part of the assembly section, felt special and closer every day to the family.



Arturo Colom and Roser

The 1980s

The nineteen eighties marked a turning point, not only because of the changes in the system of Spanish Government, but also because they happened at the same time as major shifts in the country's economic structure. It was also the decade that gave birth to creative phenomena such as *La Movida Madrileña*, a youth led movement which gave rise

to new musical trends, and new possibilities for social interaction, which did not only affect the capital. In Barcelona, fashionable design took off via the Salon Gaudí which turned Catalonia into a major attraction for international brands who opened up branches here. Advertising became a major means of publicizing a company's name.



Arturo Colom in his office

These trends did not impress Mr Colom, who always said that the most important thing in a company was to know it inside out, you had to experience a company from the inside, know its every nook and cranny, be prepared to get your hands dirty and have Arcol written on your heart.

The company continued its evolution. However, let us pause for a moment and see how the nearby *Avenida Meridiana* had changed over forty years, here is a picture.



Avenida Meridiana passing through the Clot district, 1982 (Railsiferraduras)

These years of industrial restructuring and adjustments to fit in with a European framework did not stop progress in the company, bus fleets were modernizing, change was again in the air.

The company transformed too; in October 1985 it became a joint-stock company under the name Industrial Arcol, S.A.



EMT Bus in Madrid with an Arcol rear-view mirror (Archives of the Empresa Municipal de Transportes de Madrid)



Blinds catalogue cover

In 1986, we produced our first blinds. The modification in the company's status did not change its family atmosphere, our prototypes were still made by hand by family members.

A few months later, in Lausanne, on 17/10/86, Barcelona was awarded the 1992 Olympic Games. People danced in the streets as Samaranch intoned: 'la Ville de Barcelone'. The lead up to the Olympics would kick start the economy of the city, and lead to the word Barcelona being on the world's lips.



Poster for the International Automotive Trade Fair

New additions to our catalogue allowed us to have a feasible product range to introduce, for the first time, at the International Automobile Salon in Barcelona.

Arcol was advancing at a giant's pace... With the thrill of the early days and the professionalism acquired over more than 40 years, Arturo Colom and Arturo Colom Jnr. passionately supervised the company's first stand.



Photo of our first stand

Here, at the trade fair, we can see Arthur Jnr with Pepita, his wife, a strong, charming woman, who he had married a few years previously.



Arturo Colom Jnr. with his wife Pepita



Honourable mention at the International Automotive Trade Fair



Arturo Colom Jnr. with Ramon

Arcol not only modernized externally, but also remodelled its internal administrative processes. In 1987 Arcol workers received their salary through the bank for the first time.

The following year, the company participated in the 1988 Expomóvil where it was awarded an honourable mention. This was the beginning of Arcol's presence in national and international trade fairs.

And Arcol really rose to the occasion... In 1988, in order to remain competitive and yet adapt to increasingly demanding regulations, quality controls had to be standardized. This process culminated in the company's first Quality Handbook developed by Ramon, pictured here beside Arthur Jnr.

In this decade, after establishing exports to Chile, we continued internationalizing through trade with Costa Rica.

These were years of transformation, evolution, the incorporation of new methods and new people in the company. We had to modernize, applying strict controls over manufacture, materials, costs and the technical side, which was always innovating. The latter necessitated new systems and in response we purchased our first computer, an Olivetti.

The Arcol family continued to be a close-knit one as new generations were incorporated into the family business. This picture shows Raül Colom with his grandfather, Arturo Colom, in the company's garden.



Arturo Colom with his grandson Raül Colom

Here are three generations. Arturo Colom's grandson joined the family business, part-time.



*Three generations together, from right to left:
Arturo Colom, Arturo Colom Jnr, Arturo Colom the grandson and Raül Colom*

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The last decade of the century began with exciting ongoing projects, both in the company and its environs. The Barcelona Olympics, the Expo in Seville and the change of Arcol's headquarters would take up the early part of the decade. However, the rest of the decade turned out not to be without its problems, after the events of Barcelona and Seville, the country would enter a recession that would last a few years, but meanwhile, Arcol had started production of our first electric rear-view mirror. The prototypes were developed and perfected by a modeller, who for many years was a trusted colleague of the Coloms.

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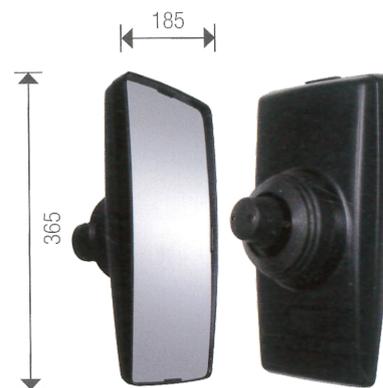
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Mod.289

r=2100



Electric powered rear-view mirror. Model 289

At the beginning of the decade, our blinds, now driven by an electric motor, also expanded and even travelled to the United States under an FACA program, which allowed the purchase of aircraft by Spain from the United States in return for which America bought Spanish products.

Arcol continued changing. In this photograph we can see Arturo Colom proudly contemplating his new range, with his recent designs which had evolved towards a more modern look that customers demanded. As the environment evolved, so did the company...



Arturo Colom and the then current lighting range

We were still very close to the spirit of the 1950s at Calle Nación, in which Arcol had improved, grown and matured... But now Arcol needed more, Arcol was developing... It grew in human resources... It continued to maintain its family business spirit, but it became much more professional. Training courses were started for its staff... Then, after 50 years, the company moved to Sant Adrià del Besós.

There are moments for everything... celebrations and parties could wait, Arturo Jnr's priority focused on developing the idea of transformation, expanding, seeking new horizons... with the fantastic Arcol team.

On 11 May 1992, the company moved to a new home; the calendar from that time still hangs in our installations. It is important to remember what went before, in order to be able to look forward.



Calendar for May 1992

We now have a new entrance to our new head of-
fice.

Arturo Jnr. prepared a pamphlet for the occasion aimed at all the firm's customers, suppliers and friends welcoming the new facilities:

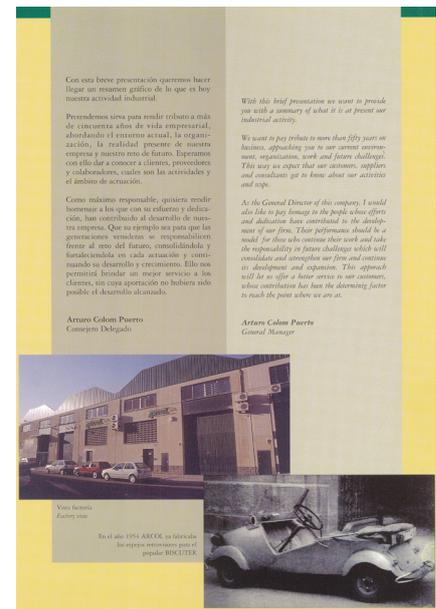


Façade of the company premises in Sant Adrià del Besòs

With this brief presentation we wish to offer a graphic overview of what our industrial activity involves today.

We hope that it will serve to pay tribute to more than 50 years of business, explore the present business climate, our organization today, our current reality and our challenges for the future. We hope this pamphlet will inform customers, suppliers and partners, about our current range of activities.

As head of the company, I would like to pay tribute to those who, through their effort and dedication, have contributed to the development of our firm. I hope their example will inspire future generations to act as responsibly when facing the challenges of the future, consolidating and strengthening the firm through their every action and helping it to continue to develop and grow. This will allow us to provide a better service to our customers, without whose vital contribution we would not be where we are today.



Welcome letter for the new premises



Olympic logo Barcelona 1992



Hot plate welding machine

Arturo Colom Jnr was as old as Arcol itself, so 50 years of both their existences were reason enough to celebrate and recognize the effort and work that had gone into developing the firm. The words he wrote were a tribute to all of those who had formed part of the project, all of those who wanted to see it grow a little more. They were words designed to touch the reader with every letter and every line... There was still much work to do and we were very clear that we would continue along the same path, evolving... He was a wise man who knew how to surround himself with the right people. He knew who he could count on.

More Arcol, more space, more work... Everything adds up, as we build together... Many of those receiving the letter remained loyal to Arcol, even when they could

have found a more local alternative. Arcol were now a little further away, but Arthur Jnr. showed them trust, respect and admiration. So, despite the move, they felt closer to the firm, and with every day that passed they remained closer still...

Everyone did their bit and the move proved a great success.

An Olympic year was one deserving of some serious stocktaking, reflecting on the present and looking through the rear-view mirror to contemplate and to assess those 50 years of work.

The new installations in Sant Adrià del Besòs required us to stay abreast of the times in terms of technologies, that is why we acquired a hot plate welding machine.

At the same time, our facilities now being larger and the times changing, not only in production methods but also in computer and communication systems, in 1997, we acquired a new management program using the IBM AS400 system.



Enlargement of our offices in Sant Adrià de Besòs



Arturo Colom with some workers in the factory at Sant Adrià de Besòs

But we never lost the sense of family; that is still the driving force of the company, bringing together generations, not only for business but also as a family.

Arturo Colom, grandson, now adds his two cents, but at the moment he is continuing with his university studies into the economies of developing countries, as a researcher and a lecturer. Little by little, he became less involved in the direct management of the company, so that in later years he could complete his PhD and continue his educational vocation.

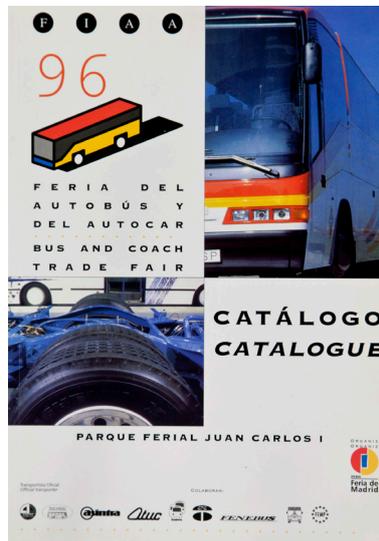


The entire family

But there was a new addition to the family saga... In 1996, Raúl Colom, Arturo Colom's youngest grandson, joined the company.

Our presence at automobile trade fairs continued. We participated in the International Bus and Coach fair (FIAA) of 1996 held in Madrid.

In those years we set up trade missions with official government bodies.



Poster for the Bus and Coach Trade Fair 1996



Catalogue cover for the 300 series rear-view mirrors

Our rear view mirrors were evolving... until the crown of creation: the 300 series. They were the first rear-view mirrors whose design was integrated into the vehicle's bodywork.



Series 300 Coach model 309 / 316



Enlargement of the factory at Sant Adrià del Besòs

The new plant soon become insufficient... Arcol's productivity increased so fervently that we needed more space... So, in 1998, we annexed the adjacent premises, expanding our production and storage facilities.

Those years also saw training courses intensify in the areas of innovation and quality.

Arcol was finding new paths and initiating new partnerships in exclusive projects for customers, which led us to obtain ISO 9001 certification in 1999.



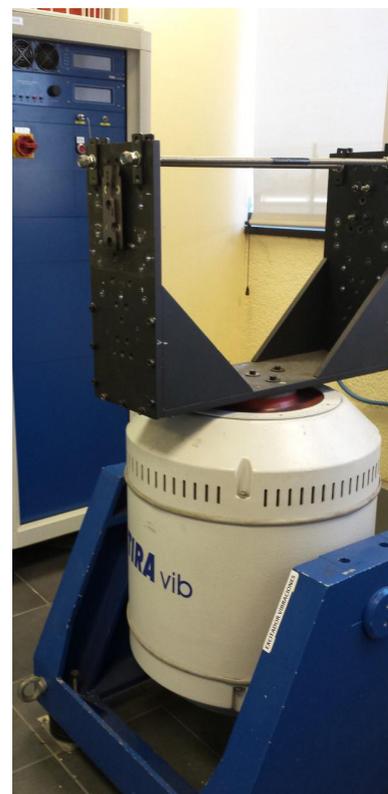
ISO 9001 certification

From 2000 to 2010

The 21st century opened with the dread of a Millennium effect. It was feared that computer systems would crash because they would be unable to recognize the turn of the century. Computers having been introduced with a dating system based on 1900 were expected to be unable to function as the calendar marked 2000. In the end, it was all much ado about nothing. At the same time, Barcelona, like our company, was growing and evolving with the creation of the 22@ project which created a new urban, social and technical district in the year 2000.

Arcol, had time to recall its past actions and to remember its desire for the past to guide the way forward in meeting our objectives of quality and innovation, as well as to respond to future challenges by attaining ISO 9001 certification.

As a result of this line of work, that year we purchased a vibrating machine with the clear objective of offering better quality in the manufacture of rear-view mirrors for our customers through fatigue testing.



Vibrating machine

Arcol is still innovating with the recent purchase of a 3D printing machine, which allows us to manufacture product prototypes using plastic polymers with great accuracy; based on a file in 3D developed through CAD

software. This has been a boon in the manufacture of models and prototypes.

These new additions to the company have allowed us to develop two key departments: R&D and Quality Control.



3D printer

We began this century with our participation, once again, in the FIAA Trade Fair in Madrid. Arcol provided a model, built in our facilities, in which all our available items travelled in a mock vehicle that was amicably baptized the *Guagua* (an affectionate name for a bus in certain parts of Spain).

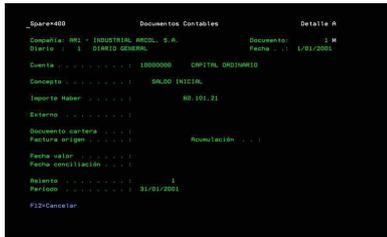


The famous model Guagua

At the same time, our international business continued apace when we participated, for the first time, in the Busworld 2001 Trade Fair (in Belgium).



Our stand at the Busworld 2001 Trade Fair (in Belgium)



Example of documents from our first accounting program

FACTURAS EMITIDAS - VENTAS			
31/03	NUMERO	CLIENTE	NATURALEZA
1	194	Selvaider Octavio S&C	Export Petrol
2	16	Melbaux	• Diesel
3	586	Quero Industrielle de France	• Aviacoes
4	587	Quero	• Petrol
5	588	Quero	• " "
6	600	Comercio Agate, SA	
7	601	Beulas SA	
8	602	Comercio Octavio, SA	
9	603	Comercial del Octavio, S.L.	
10	604	S.H.T. de Madrid, SA	
11	605	Ameca, SA	
12	606	Hispano Americana, SA	
13	606	Ameca, SA	
14	607	Noga S.L.	
15	608	Tro Urbanos de Gella S&C	
16	609	Unicas Vehiculos Ind., S.L.	
17	610	Velasco de Diego, S.L.	
18	611	Comercio Iberico	
19	612	Selvaider Octavio S&C	Export Petrol
20	613	Quero	• Petrol
21	614	Comercio Agate, SA	• Petrol
22	615	S.H.T. de Madrid, SA	
23	616	S.H.T. de Palma	
24	617	Pobas, SA	
25	618	Hispano Americana, SA	
26	619	Zapara, SA	
27	620	Indust. Comercio Subvicio, SA	
28	621	Unicas, S.C.F.	
29	622	Unicas	
30	623	Unicas Vehiculos Indust. SA	
31	624	Rayco - F. Juan Lillo Sopran	
32	625	Transporte de Barcelona, SA	

Accounts book used until 2001

In those early years of the decade, we also modernized our computer systems in our accounting section.



Hymer Motorhome with Arcol rear-view mirrors

In the same years, our company got into a new market, designing, manufacturing and creating items for motor homes. These can now boast Arcol rear-view mirrors.

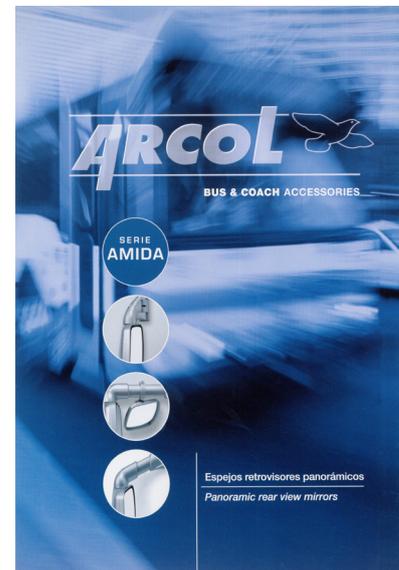
The Amida series for city buses was designed, which was later extended out to the minibus and motor home areas, beginning with the 314 model.

Proud of our Barcelona roots, at the beginning of the decade Arcol created the original idea for the GAUDI model, created in 2003.

And these coaches became the lucky ones to drive around sporting this creative design.



Coach with Gaudí model rear-view mirrors



Cover of the Amida series catalogue



Cover of the catalogue for the Gaudi models



First 322 model LED tail light

The evolution of technology, energy saving and lower maintenance, also affected our sector. After over 50 years producing incandescent tail lights, in 2003, Arcolin introduced the first LED versions.



Coach fitted with LED tail lights

Meanwhile, Barcelona held the Universal Forum of Cultures in 2004 which dealt with three main themes: sustainable development, the conditions for peace and cultural diversity. These themes were illustrated through exhibitions, performances and international congresses, which were concentrated in an enclosure of some 30 hectares, built especially for this event.



*The Universal Forum of Cultures 2004
Photo from the show 'Moving the world' by La Fura dels Baus – EFE*



Torre Agbar (wikipedia)

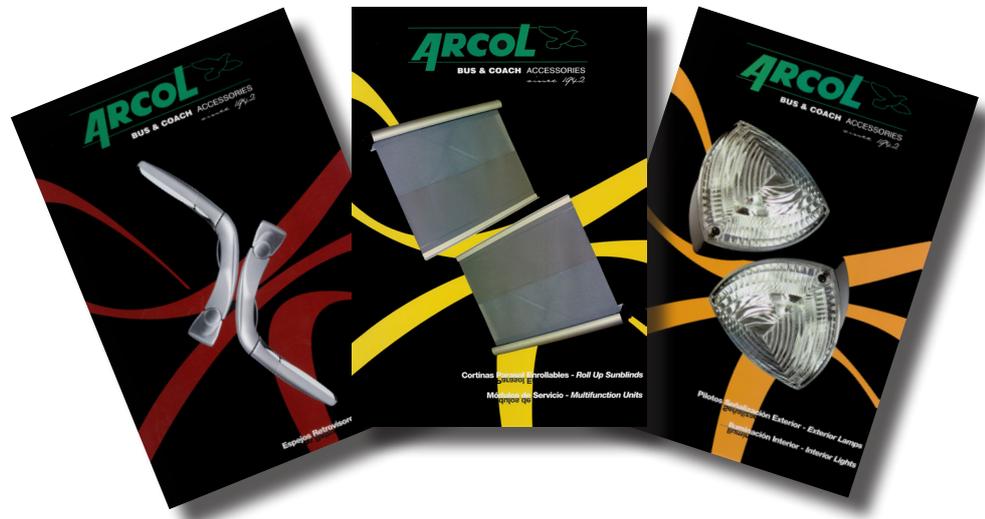
The following year Gaudí's *Sagrada Família* was declared a UNESCO World Heritage site, and the skyline of Barcelona changed with the inauguration of the Agbar Tower.



Our subsidiary Arcol do Brasil in the city of Caxias do Sul

The constant evolution of our South American market culminated in us opening a subsidiary in that area: Arcol do Brasil which went into operation in the city of Caxias do Sul (RS).

With half the first decade of the 21st century over, our company had consolidated itself in foreign markets such as in Germany, which became the second country with which we had more volume of business and where we are constantly presenting new products in the rear-view mirror, tail-light and blinds range.



Catalogues for 2005

In 2006, the city of Barcelona hosted the Mobile World Congress for the first time. In parallel, Arcol carried out an internal audit involving some serious strategic reflections. The conclusion was that the future lay in safety issues and driving aids, on which we intended to concentrate in the coming years through new ideas and facilities.

These plans were being carried out when external factors intervened. In August 2007, in the United States, the first symptoms of a mortgage and banking crisis were seen, which very quickly affected European economies.



Façade and entrance of the new company headquarters in La Roca del Vallès



The new factory in la Roca del Vallès

Faced with evidence that the market was in imminent danger of contraction, Arcol decided to close its subsidiary in Brazil. Following that it was decided to concentrate our efforts in our new head offices in Roca del Vallès, inaugurated in September 2008.

Notwithstanding our satisfaction with this new 2,800 m² plant, we were suddenly saddened by a tragic event, the death of Arturo Colom Jnr. the following month.



Arturo Colom Puerto

The company, now managed by Raül Colom, continued the work of his father and grandfather.

At the end of the decade, we started a new project involving rear-view mirrors with built-in cameras which we introduced in 2010, incorporating them into the new 340 model.

It is worth noting that during those first ten years of the new century we experienced many favourable circumstances as well as some adverse situations. Through all of it, Arcol has clearly maintained a policy designed to keep up with new trends and technologies, as well as foster its personal contacts with the firm's customers, and of course, our presence in international trade fairs.



340 model rear-view mirror



Our stand at Busworld

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We began the second decade of the millennium with changes in the orientation of the company. This was as a consequence of economic changes; which implied a response involving the enhancement of our technological resources, professionalism and way of working.

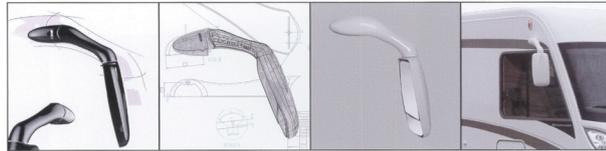
One result of this situation was one of the projects that had been decided on during the strategic rethink of 2007. It became a success story for the Competitiveness Agency of Catalonia's devolved government, the *Generalitat*, which can be seen by following the link below:

Said project incorporated video cameras, GPS and radio antennas, in line with a product development plan aimed at improving driving safety.

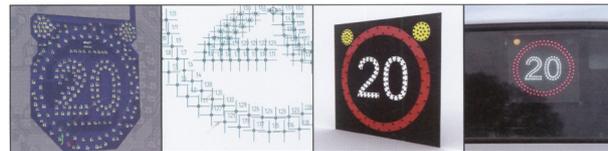


QR code for - Arcol: innovation and technology on wheels

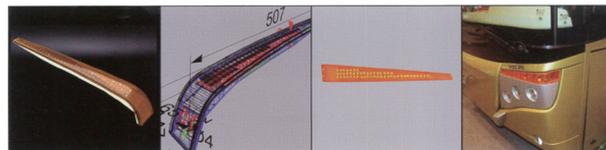
This new orientation, with new lines in the commercial area, enhanced the business especially in the area of shared projects with customer which allow us to very quickly create tailor-made products.

REAR VIEW MIRROR. Model 344

Rear view mirror for a motor home

SPEED LIMIT SIGNAGE: 20 KM. Led

Project to improve school transport safety

LED LAMP. Model 411

Indicator lights for a coach, using LED technology



Sagrada Familia (wikipedia)

That year, we could not help but recall the works of Gaudí, an inspiration for one of our rear-view mirror models, when towards the end of the year, his Temple of the Sagrada Familia became a basilica.

At the FIAA 2010 we introduced the first of our highly successful 340 Series rear-view mirror, one of the novelties in an innovative project.



The 2010 FIAA stand



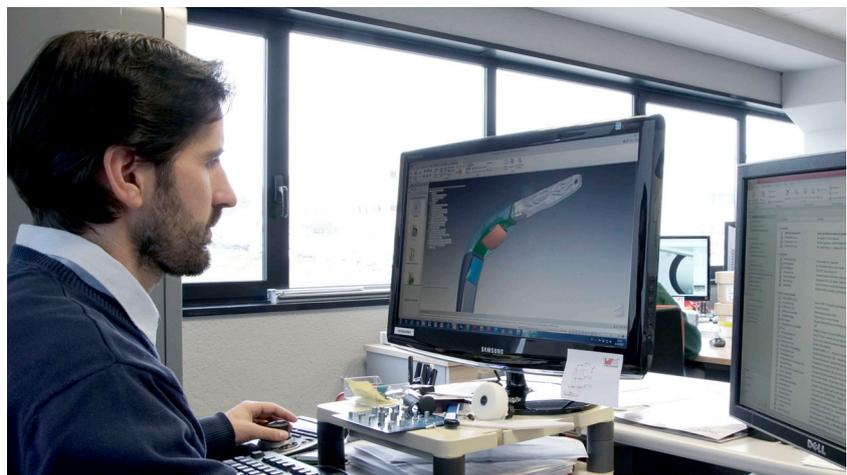
Technological innovation certificate

In those years, our company continued fulfilling and renewing the policy of improving our quality commitment to the environment, obtaining ISO 14001 certification in 2011.



ISO 14001 Certification

Improving internal systems, resulted in us using unique 3D designs for the first time in 2012.



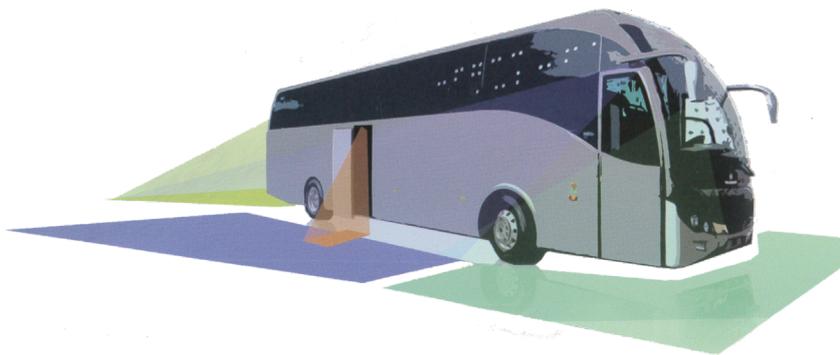
Designing in 3D



Roll-up LED traffic sign for a school bus

Despite the gloomy economic reality affecting most countries, Arcol continued to innovate by incorporating new cameras and monitors as well as signalling for school buses with roll-up LEDs, the first in the sector.

At the same time, we introduced a system for seeing into blind spots using cameras. We also started collaborations on the development of new projects with centres for technological innovation.



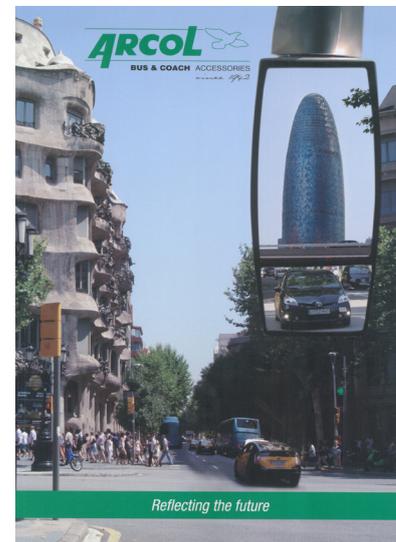
Camera system for seeing into blind spots

In the trade fair area, we continued to participate at national and international level in FIAA trade fairs and Busworld which are the meeting points for professionals in the sector.



Our stand at Busworld

In 2014, the city of Barcelona was ranked one of the 10 most visited cities in the world. This led to the implementation of the Sustainable Mobility Plan, 2013-2018, which, at the institutional level, led to the *Smarts Cities Project* in the following year. This provided us with hints of future directions that offered us new challenges and business opportunities focussing on efficiency and sustainability issues.



Catalogue cover



Meeting at work

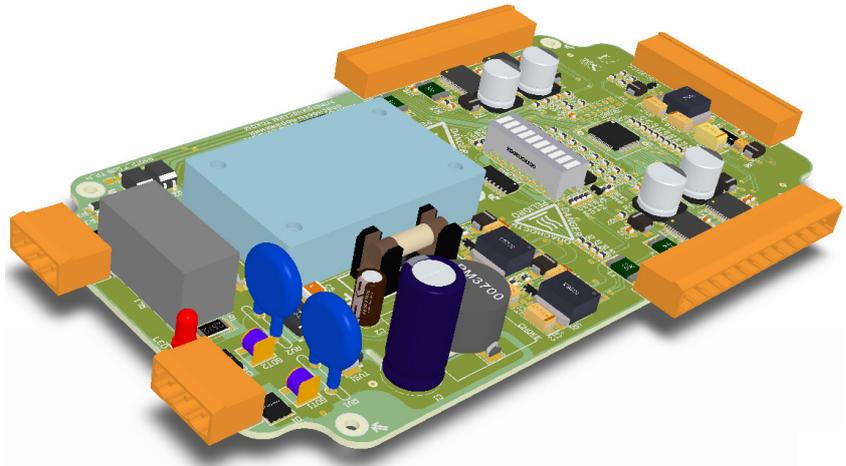
Our 2014-2015 strategic plan was geared towards implementing new management methods based on promoting and applying more agile procedures. We also reflected on our strong and weak points through the active participation of all the staff in the creation of work groups for the different departments and sections.

In developing the strategic plan, we created the plastic injection moulding section, internalizing the process in order to provide the best service to our customers.



Injection moulding section

The R&D section was expanded technologically with the addition of an electronics laboratory and specialist staff in order to develop new projects in the driving assistance area.



Electronic circuit design for a motorized rear-view mirror

The systematic implementation of 5S protocols provided a step forward in efficiency, giving rise to new procedures, processes and a reduction in demand for materials as well as a change of culture within the company. For example, in the first phase, it led to the elimination of 5 tons of scrap metal and 1.4 tons of paper.



Before introducing 5S



After introducing 5S

In 2015, the Catalan capital reinforced the attraction it had had since the Olympic Games, through international congresses, its range of museums, its gastronomic options and organized visits to its emblematic buildings. It had become one of the main world tourist destinations.



Barcelona Tourist Bus with Arcol rear view mirrors

The company's origins have been maintained and proof of that has been the social activities it has been involved in.



Participating in the Women's Charity Race



And then... holiday time!



Coach with Born model rear-view mirrors

The Born building (previously a food market) became an emblematic new exhibition space. Meanwhile, Arcol linked a number of its models to Barcelona, a process which had begun with the Gaudí model; along with incorporating all the new technologies in the same mirror.



Photo of the Born Market at the end of the 19th century

Participation in business growth programs led to increased marketing of our company and materialized in our international presence at the Hanover 2014 Trade Fair and at Expo Mexico in 2015.



Our stand in Hanover 2014

Nor must we forget that among our commercial activities, there was the creation of a specific area for dealing with customers, the ASS (After Sales Service).

The most notable news in 2015 was the implementation of a new management system to facilitate the integration of the different departments and processes via a single ERP software system.

Training was expanded during this decade, reaching an annual average of twenty hours per person.



Our stand in Mexico 2015

And the Arcol family spirit is still present as the company grows with the fourth generation of Coloms.



From left to right: Artur, Laia, Pepita, Isabel, Arlet, Raül

To conclude this book, we wish to highlight the major points in the culture of our company as a basis for development over the coming years, which, in brief, are:

Carry on our mission to be pioneers in the development of safety devices for driving support systems.

Maintaining our commitment to technological

change through collaborations with research centres aimed at making progress towards ever greater road safety.

And continuing our intrinsic values through reinvesting our profits, training employees, the maintenance and creation of jobs through research projects, development and innovation applied to our production lines.

Finally, we must never forget that throughout our 75 year history, nothing would have been possible without the people who have participated in constructing the Arcol brand. We truly appreciate all their work and dedication.

In homage, here is a picture of our employees in 2017.



Arcol's current staff

THANK YOU EVERYONE!



