



Case Study

How Safelincs meets the needs of Kirklees Council's Warm Zone project

We are working with Kirklees Council supplying up to 100,000 specially branded carbon monoxide alarms, over a three year period, by flexible and direct distribution to installers and individual households.

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www.safelincs.co.uk

Kirklees Council

Kirklees Council, the seventh largest Metropolitan Council in England with a population of around 390,000, has an estimated 45,000 householders in fuel poverty. This means they are unable to adequately heat their homes. Kirklees Council has now introduced the Warm Zones initiative to help every household improve its energy efficiency with a range of support services. This project also focuses on safety, therefore all householders were able to request a carbon monoxide alarm.



The Tender Bid

Kirklees Council was looking for:

- An organisation that could provide EN50291 compliant alarms, branded with the Kirklees Council logo, to a flexible supply pattern
- Evidence of a proven track record of customer service together the ability to deal directly with any telephone queries from householders
- The successful supplier would also have to operate in accordance with the quality requirements of ISO9001

Winning the business

Safelincs won the business because:

- We were able to demonstrate a consistent commitment to customer care and service
- We met the requirements of price and quality
- We offered a professional, hassle free and reliable fulfillment service with an outstanding track record
- We offered more than the tender requirements by offering an unprecedented 7 year warranty for the alarms



“We are very pleased to be associated with this innovative scheme,” said Harry Dewick-Eisele, Managing Director, Safelincs Ltd. “I believe we won the business because, as well as meeting the product criteria, we were able to show that we offer the same high level of service whether supplying bulk orders to large organisations or single items to an individual.”

Maintaining the service

The service is now up and running with Safelincs meeting all Kirklees’ delivery requirements. We have been able to demonstrate our excellent customer service programme. In cases where the alarms are not able to be delivered to the individual, we telephone on four separate occasions and then we send a letter to the resident with instructions on how to organise redelivery. We also offer a free telephone query service for residents.

“Working with Safelincs has been a rewarding experience. They are flexible and proficient and are providing Kirklees Council’s pioneering carbon monoxide monitor delivery project with an efficient service for both ourselves and our residents,” says Vicki Sutcliffe, from the Environmental Unit at Kirklees Council

Can we help you?

Safelincs Ltd would like to build on this successful project and offer its flexible working ethics and reliability in fulfillment to other councils and public sector organisations.

If you would like to discuss a specific project or would like more information about the services Safelincs provide, please contact:

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- Safelincs Ltd is an international fire safety retailer and wholesaler with headquarters in Alford, Lincolnshire. Safelincs Ltd is also represented in USA, Ireland, Germany, France, Italy and Austria
- We focus on quality and a competitive price structure and are committed to our Best Price Guarantee
- Our suppliers are leaders in their field and include Kidde, Gloria, Ei Electronics (AICO), Fireco, Phoenix and Sentry to name a few. We have built solid partnerships with our suppliers to ensure the best service to our customers
- Safelincs Ltd is proud to have achieved *Investors in People* award in 2008
- Safelincs Ltd is a member of the British Fire Consortium and the Fire Protection Association. We are also the official sponsor of the FireNet Fire Safety Forum and the Fire Service information pages
- Safelincs is committed to environmental protection and has signed up to Valpak's WEEE (Waste Electrical and Electronic Equipment) Distributor Take-Back Scheme (Registration ID: 3049). Safelincs uses 100% renewable energy

We supply:

- Smoke alarms
- Fire safes
- Escape ladders
- Emergency lighting
- Passive fire protection
- First aid kits
- Carbon monoxide alarms
- Fire extinguishers and extinguisher servicing
- Fire doors and retainers (Dorgard)
- Fire safety signs
- Fire risk assessments
- Fire safety advice
- And many other fire safety products

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