



## 2015 OVERVIEW

Welcome to the EasyGates Winter Newsletter. With 2016 just around the corner we thought we would share some of our highlights from 2015 with you:

- We have managed to grow sales in a very healthy way in an increasingly competitive marketplace - **we can offer our customers competitive prices on our product range.**
- Our staffing has increased by 10% - **response time to customers calls, queries, deliveries are better than ever.**
- We have a fully functional and dedicated marketing and design team that has revamped our corporate branding and image - **sharing updates on the business so customers know whats happening.**
- The launch of our trade store has seen over 300 strong TRADE customers signed up (and increasing daily!) - **competitive tailormade pricing for our loyal trade customers.**
- Our Manuals.easygates.co.uk site has 60,000 visits per month ( and increasing month on month) - **quick and easy to access for installers and homeowners to refer to.**
- Regular emails, newsletter, offers & Tweets are sent to our growing customer base.
- Nearly 800 companies follow us on twitter because they want to know what we have to say.
- We have more than doubled our floor/office space - **increased stock levels and availability.**
- The 2015 Gate Safety Conference was a success with speakers from HSE, DHF & NSi with good attendance - **educating and informing people about the importance of gate safety.**
- Produced a set of quality 3D informative videos that are being viewed by the industry every day. Versions of some of the videos are being used by other companies in Holland and Germany - **helping minimise risk and maximise understanding.**
- Supporting the ever increasing amount of customers and given them the confidence to come back to us - **customer service is at the forefront and customer loyalty proves this.**
- Saturday opening hours launched - **to support our customers with their purchasing and product needs, six days a week.**
- Introduced a new phone system & dedicated lease line - **calls are directed to the relevant departments as quickly as possible.**



### Gate Safety Conference 2015



The third Gate Safety Conference took place in October in the West Midlands during the DHF's Powered Gate Group, Gate Safety Week. It included guest speakers from across the industry addressing the ongoing issue of gate safety awareness

Attendees from numerous industry sectors including property management, gate, garage door and facility management visited the one day event hosted by ASO Safety Solutions, supported by EasyGates.

Simon Mersch of ASO Safety Solutions opened the conference with some key industry facts and figures followed by EasyGates Stuart Roddy who recapped on the two previous conferences and discussed new developments in the UK door and gate market.

Bob Perry from the Door & Hardware Federation was joined by Neil Sampson of the Powered Gate Group to discuss the importance of Gate Safety Week, reasons, objections and participations.

The HSE's Stuart Charles presented a hard-hitting and emotive detailed section on possible penalties and how they can be prevented, how the safety expectations have changed within the industry and what liabilities there are.

Tony Weeks, head of Technical Services at National Security Inspectorate presented on the NSi's involvement in the UK gate industry and developments in the code of practice.

Michael Skelding and Nick Perkins of the DHF updated on the renewal of EN 12453 and the UK's position on the international committee for standardisation. Nick discussed practical applications of solutions and technologies.

Marcus Horstkemper of ASO then discussed the different types of force limitation, signal transmission and closing edge safety devices.

Gte's Christian Pfeiffer presented details on force testing and its role in gate maintenance with a demonstration.

EasyGates Managing Director, Tony Daniels-Gooding said: 'The conference was very well received and attendees have expressed how worthwhile and interesting it was. Taking place during Gate Safety Week, it was an ideal time to highlight the importance and responsibility we all have in the industry to ensure we meet the requirements of contracting, installing and maintaining safe and proper gate installations.



### Day in the life of our despatch department

The despatch department is the heart of the business, strong logistical and organisational skills are paramount to ensure we meet customer's requirements and manage stock expectations.

Sergio Cossu is the despatch manager and works as part of a team of five, he has worked at EasyGates for 2 years. The role requires attention to detail and adherence to procedures and an in-depth knowledge of the products and supporting accessories.

"The despatch department is a busy and fast paced environment with an average of 50 orders sent out a day and over 500 items a week. We have a two check policy here whereby all items for despatch are checked twice in our packing area to ensure they are correct and clearly labelled.

"We use two couriers who offer hi tech tracking devices which enables us to give customers an accurate estimate of when they will receive their package. Items can be delivered next day based on them being placed by our 3pm cut off.

"We understand the importance of delivering correct items on time and if any errors occur, we endeavour to amend and replace as quickly as possible.

"Additional warehouse space recently acquired has meant we have been able to increase our stock levels which in turn means we can meet and exceed customer's requirements.

### Product Spotlight: My Q – Liftmaster LM100EV

**LiftMaster LM100EV with FREE rail**  
is a myQ enabled, fast opening and ultra-quiet garage door opener

MyQ is an innovative patented technology that allows two-way communication meaning that the user can monitor and control their gate/garage door from anywhere in the world via the internet, via mobile, tablet or Laptop/PC! The internet-enabled device will communicate with the LiftMaster Internet Gateway™ which will pass information between the internet and the garage door opener, be it commands to open and close or status/monitoring queries.

The Liftmaster LM100EV is a MyQ enabled, fast opening and ultra-quiet garage door opener. It low standby power & efficient LED lighting, fast opening times of up to 200 mm per second, easy to install and has a 7 year manufacturer warranty.

EasyGates are currently running an offer on the Liftmaster LM100EV with a free rail , log on to the trade website for more details [www.easygatesdirect.co.uk](http://www.easygatesdirect.co.uk)



### Plans for 2016

We have lots of plans for the business in 2016 and are already in the final stages of our marketing strategy for the year.

Following the success of the EasyGates manuals.easygates.co.uk, an App will be created in 2016 that will mean the comprehensive, quick reference guide that can be viewed or downloaded will be easy to install on your phone. Installers will be able to refer to the manuals app when fitting new products and follow links to purchase specific products, video guides and wiring diagrams, all with a user friendly interface.

Our newest unit will be undergoing some structural changes in the coming months including the installation of a mezzanine floor and showroom to increase office space and a dedicated area to display our range of gates to the consumer and business sectors.

