

SPRING NEWSLETTER 2016



Welcome to the EasyGates Spring Newsletter. We are celebrating the newsletter's 1st birthday this month! And to celebrate we have some great offers for you later on in the issue.

Day in the life...

Each issue we focus on a person and department at EasyGates to give you an insight into the workings of the business. This issue is the turn of **Stuart Roddy, our Sales Manager.**

How long have you worked at EasyGates?

I joined the company in May 2009 so I am now in my 7th year with EasyGates.

What did you do previously?

I joined the EasyGates team following a successful period as a supplier of access control products in the UK gate and door industries. As UK Sales & Technical manager in my previous role, I had already gained a great deal of knowledge and experience and built key supplier & customer relationships in these sectors. Ironically EasyGates were a customer of mine before I was offered the opportunity to join them.



“every day can be different which provides me with some interesting challenges”

What does a typical day involve for you?

In my current role I am challenged to develop product sales growth, whilst managing expansion of product lines and looking after key account and supplier relationships. I am also tasked with providing training both internally and externally to ensure we provide the highest level of product understanding and service for our customers.

Due to my in-depth technical background, every day can be different which provides me with some interesting challenges. From specifying multi-site access control systems to helping a small gate installer decide which safety profile suits his needs best, it is a very interesting role. I am responsible for demonstrating radio & access control, automation, safety and accessory product lines.

How regularly do you meet with customers?

I meet with customers on a daily basis which may involve anything from contract negotiation to technical training for new staff and installers.

What is the most popular product range and why?

I would have to say that our ASO safety solutions line is the most prominent product, it also requires the most pre and after sales support. Specifying the correct safety is essential to our customers, we help ensure they produce compliant installations that are affordable and reliable.

How do you get up to date on the growing product range?

Fortunately, I work with key manufacturers who provide ongoing support and training programs which helps us to be at the cutting edge of knowledge and support. I also keep up to date with Industry publications and visit several trade and technology shows throughout the year which helps to gauge the way the industry is moving and provides access to new technologies and ideas.

Please explain how you work with the back office/rest of the team?

I have a team of keen and experienced office based staff who provide both internal sales and technical support for all new and existing customers. As I am based mainly on the road I rely on them to ensure the smooth processing of customer orders and support enquiry requests.

What do you enjoy most about your job?

The sheer variety of clients, products and technologies I work with make this a very challenging but rewarding role. I can take pride in the fact that the products I specify for our customers are the very best available to meet their needs.

Product Spotlight

In this edition our product spotlight is the **ELDES ESIM120**



The ELDES ESIM120 is a remote GSM and GPRS gate/door controller. It has two output relays which can be activated by an authorised user's free phone call like many devices on the market. The model also has some far more advanced features such as triggering by iOS or Android APP, configuration by phone app and also the ability to store the client database in the 'Eldes Cloud'.

The ESIM120 has 3 'zone' monitoring inputs that can be used to trigger texts or calls. With up to 2000 users, event memory and 8 time/scheduled periods. The ESIM120 is the most advanced GSM trigger/alert system we have had to date.

Please click for more details and videos

<http://www.easygatesdirect.co.uk/store/access-control/gsm-automation/eldes-esim-120>



Specifications

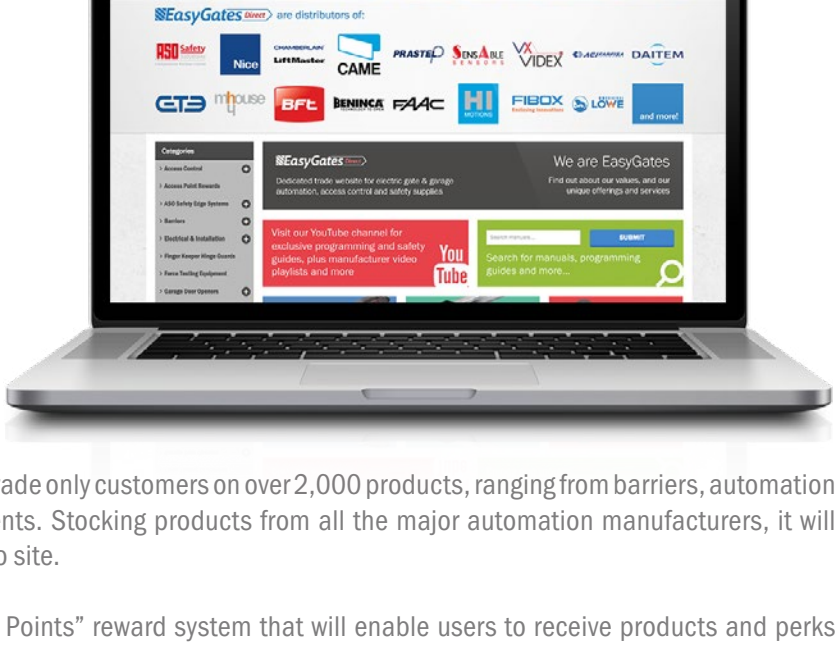


Administrators	up to 5
Users database	up to 2000
GSM modem frequency	850/900/1800/1900 MHz
Number of inputs	3
Number of outputs	2
Output type	Relay
Event LOG	up to 1000 events
Dimensions	87x107x29 mm

EasyGates V2

EasyGates launch upgraded EasyGates Direct V2.0 Trade Website

EasyGates, Nationwide electric gate automation, access control and safety supplier, has launched a new and improved version of their trade only website, EasyGates Direct V2.0.



Over the last 12 months the trade dedicated site has seen over 800 companies register and continues to grow week on week.

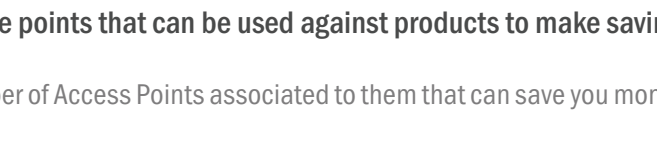
The site will continue to offer tailor made options to trade only customers on over 2,000 products, ranging from barriers, automation kits, safety edges, spares and specialist components. Stocking products from all the major automation manufacturers, it will offer next day delivery to your premises or directly to site.

New additions to the site include the new "Access Points" reward system that will enable users to receive products and perks when purchasing at our already very competitive prices.

A live chat option will also be available so that technical queries can be answered in real time online. Improved mobile and tablet versions of the site, major brand 'stores' to make specific product ranges easier to find, increased product range and enhanced search engine will also be part of the upgraded site.

Managing Director of EasyGates, Tony Daniels-Gooding said: 'We have been really pleased with the registrations and usage of the EasyGates Direct site over the last year. The benefits of 24/7 purchasing on a huge selection of items has been really well received. The additional ease of accessing manuals, datasheets and product guides makes the site an invaluable resource as well as a store. We have actively requested feedback from customers and hopefully the new improvements in V2.0 will show our dedication to the customer's experience.'

The upgraded website officially launched at the end of March. www.easygatesdirect.co.uk



As mentioned earlier in the newsletter, we will be launching our new reward system 'Access Points'. The 'Access Points' will enable customers to receive points that can be used against products to make savings.

Certain products will have a number of Access Points associated to them that can save you money on our already very competitive prices.

Reward points are a popular and familiar part of many purchasing experiences and EasyGates want to give customers the opportunity to accumulate a number of points that will benefit them with future purchases.

Check our website for more details. www.easygatesdirect.co.uk

New safety brochure

EasyGates Produce Safety Products Brochure

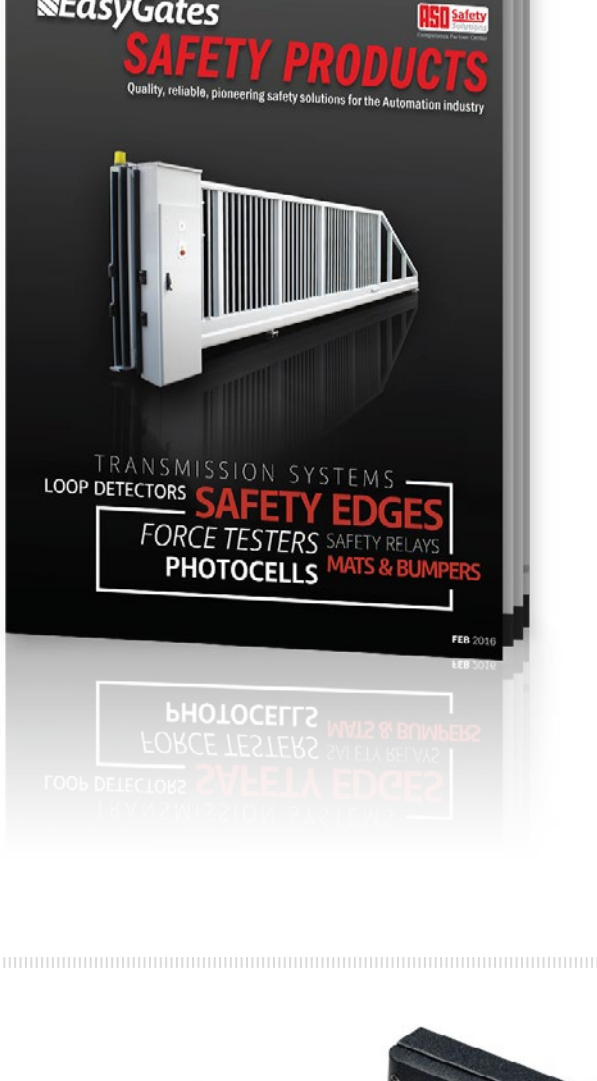
EasyGates, Nationwide electric gate automation, access control and safety supplier, have produced a safety products brochure for trade customers.

The 15 page brochure offers a wide range of safety products including transmission systems, loop detectors, safety edges, force testers, safety relays, mats & bumpers and photocells.

Managing Director of EasyGates, Tony Daniels Gooding said 'We have been supplying quality, reliable, pioneering, safety solutions for the automation industry for a number of years. The brochure gives in-depth knowledge about the products available and various pricing options.'

The safety solutions available are relevant to a number of industries including the automatic door & gate, machinery, industrial door and stage production sectors.

Sales Manager for EasyGates Stuart Roddy said 'Having good quality printed sales material on our range of safety products helps bring to life the many benefits to customers. The brochure will be mailed out to key contacts and will also be available electronically to those who have registered on our trade website easygatesdirect.co.uk.



New special offer

To mark the 1st birthday of our Newsletter we are offering the Videx 4000 Series Digiphone Combined Door Entry & Code Lock at **£169 +VAT when ordered online at www.easygatesdirect.co.uk**

The 4000 Series audio entry kit comes with 3 code, 3 relay coded access keypad and 1 call button with back lit name plate. Features include electronic call tone and timed door release (1-99 seconds or latching).

The kit comprises an entry panel with either surface or flush frame available in gun metal grey, chrome(/C) or gold(/G), a telephone and AC PSU.

The telephone includes a three position volume control and is wall mountable. Up to 2 additional handsets can be connected in the same apartment. The programming of access codes is carried out using the codelocks keypad, codes can be 4-8 digits.

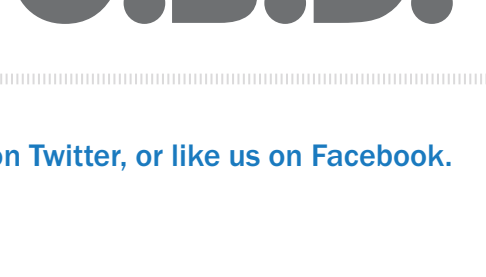


Earn 16 access points on this product.

New brands added to store

We are regularly adding new brands to our product range to ensure we meet all our customer's requirements and bring them the latest in technology.

We now stock AES & Gibidi systems



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