## 2015 OVERVIEW

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

Welcome to the EasyGates Winter Newsletter. With 2016

- 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.
- 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

• We have a fully functional and dedicated marketing and design team that has revamped our corporate branding and image - sharing updates on the

- 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
- Regular emails, newsletter, offers & Tweets are sent to our growing customer base.

homeowners to refer to.

- Nearly 800 companies follow us on twitter because they want to know what we have to say.
- levels and availability. • The 2015 Gate Safety Conference was a success with speakers from

• We have more than doubled our floor/office space - *increased stock* 

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.

HSE, DHF & NSi with good attendance - educating and informing people

 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

- Introduced a new phone system & dedicated lease line calls are directed to the relevant departments as quickly as possible.

purchasing and product needs, six days a week.



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.

Week. It included guest speakers from across the industry addressing the ongoing issue of gate safety awareness

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

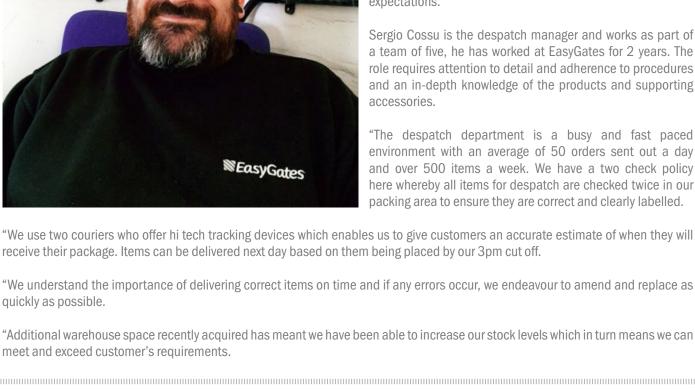
committee for standardisation. Nick discussed practical applications of solutions and technologies.

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

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

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.



**SEasyGates** 

LiftMaster LM100EV

## ensure we meet customer's requirements and manage stock Sergio Cossu is the despatch manager and works as part of

a team of five, he has worked at EasyGates for 2 years. The

Day in the life of our despatch

The despatch department is the heart of the business, strong logistical and organisational skills are paramount to

department

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.

"Additional warehouse space recently acquired has meant we have been able to increase our stock levels which in turn means we can

**Product Spotlight:** My Q – Liftmaster LM100EV



Plans for 2016



## an App will be created in 2016 that will mean the comprehensive, quick reference guide that can be viewed or downloaded will be

the final stages of our marketing strategy for the year. Following the success of the EasyGates manuals.easygates.co.uk,

manuals app when fitting new products and follow links to purchase specific products, video guides and wiring diagrams, all with a user 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.

We have lots of plans for the business in 2016 and are already in

easy to install on your phone. Installers will be able to refer to the



facebook.com/EasyGatesLtd

