

Alert

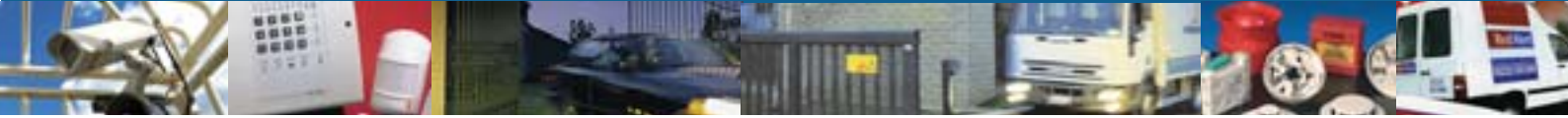


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HOME AND BUSINESS SECURITY NEWS FROM RED ALERT

Issue 1

Summer 2009



Gallery calls in the professionals

Red Alert saw off the competition in more ways than one when it landed the contract to install a complex intruder alarm and CCTV system as part of the Whitechapel Gallery's ambitious £13 million expansion.

It didn't take long for main contractors Scomac to realise that the hard work and professional approach of Red Alert engineers Andrew Wilson and Matt Richards was something out of the ordinary.

So when problems arose with the fire alarm system being installed by another supplier, Scomac turned to Red Alert for help.

"As soon as they realised that we did fire alarms as well - and would tackle that job with the same skill and work ethic we were showing on the intruder alarm side - they asked us to take over the fire alarm contract as well," explained Red Alert Technical Manager Andy Peddle.

The expansion of the art gallery into the building next door is described on its website as "the greatest event in its 100-year history" and posed some challenges for Red Alert.

Because the company was unable to use a hard-wired system in part of the gallery, it needed to install a combination of hard-wired and radio

Whitechapel Gallery

detectors. The gallery, which extends over four floors, needed close to 400 devices just to deal with the fire alarm system.

The installation involved a complex zoning arrangement, and the main contract for the security alarm system involved working closely with the builders to install cabling in the right sequence as work progressed.

An impressed Scomac has already invited Red Alert to bid for other contracts, one of which - another art gallery, this one at Battersea - the company has already won.

Welcome

Welcome to Red Alert's exciting new newsletter - Alert.

Packed with security advice, real life stories, special offers and more, Alert will above all help keep you, your family and your business safer.

At Red Alert we



value every one of our customers, and since many of you have been with us since we began trading more than 15 years ago we feel we must be doing something right.

We would love to hear your views on the newsletter and on any other security issues, so please use the contact details on the back page to get in touch.

DID YOU KNOW?

Around 20 per cent of all house burglaries are carried out without the use of force, with the villain entering through an open door or window; that's an astonishing one in five break-ins that could have been prevented very easily.

Fit good quality locks to your doors and windows and keep them locked even when you are at home.

Meanwhile protect yourself against becoming one of the other 80 per cent of victims by contacting Red Alert and making sure your home is secure.

WHERE IT STARTED

Red Alert was established in 1993 when Managing Director Clive Gawler recognised the benefit of radio alarm systems, particularly in protecting agricultural, equestrian and listed properties.

Clive wanted to help people find the best way of protecting themselves against the ever-increasing threat to security. He founded the company on the basis of exceeding customer expectations and over the past 16 years he has retained that emphasis on providing the highest possible level of service to every single client.

"At Red Alert we are proud of our customer loyalty and retention. Many customers have been with us since we started trading in 1993," he said.

It's not just the customer base that has grown; Red Alert now employs 32 people, including 13 engineers, who look after customers throughout London and the South East.

The Red Alert product range has now widened to include all electronic security systems including fire alarms, closed circuit television and access control including gates and barriers.

Clive remains adamant that customers should be treated as individuals and so the company has resisted automated telephone systems, preferring instead to retain personal contact.

Although Red Alert has grown over the years, the company still believes in delivering the latest technology using good, old fashioned customer service.



Protecting THE MEMORY

High-flyers Red Alert have taken on the role of guarding a cliff top memorial to the brave airmen who took to the skies to protect their country in the Battle of Britain.

The company has won the contract to maintain and monitor the closed circuit television cameras that keep an eye on the Battle of Britain Memorial at Capel le Ferne near Dover.

The site of the memorial, a carving of a seated airman looking out to sea, is also home to replicas of a Hawker Hurricane and a Supermarine Spitfire.

Red Alert managing director Clive Gawler, himself a keen amateur pilot with a passion for WW2 fighter

aircraft, said he felt privileged to have been asked to play a part in protecting the memory of The Few.

"This is a unique memorial based around a propeller shape carved into the ground and featuring a stone monument containing the names of all the airmen who served in the Battle of Britain," he said. "With a small shop and refreshments, as well as the replica aircraft to admire, it makes a historic and thought-provoking day out."

INVEST TO SAVE

An approved alarm system doesn't just protect your property; it can also protect your pocket.

Many insurers offer a discount or better terms to clients who take risk management and protection seriously, which means that having an alarm system installed by a reputable company such as Red Alert can mean a smaller annual premium.

Blackmore Heath specialises in arranging insurance for both individuals and companies and is careful to make sure clients are properly advised on their specific needs and receive the best policy coverage at a competitive price.



When your policy is next up for renewal, ask yourself five questions:

- Is your broker/advisor truly independent?
- Do you know what your insurance risks are?
- Are you given a choice of products/insurers that meet your needs?
- Have you told your broker/insurer about your alarm system?
- Are you given risk management advice by your broker/adviser?

Blackmore Heath always covers these points when talking to clients, which means that they can usually save people money on their premium without putting their cover at risk. In many cases Blackmore Heath can offer better cover for no extra cost.

In these 'credit crunch' times everyone is looking for value for money, so take time out now to review your insurance cost by calling Blackmore Heath on 01795 470471 and quoting the reference *Red Alert*.



BACKING THE BEST

A big hitter itself when it comes to security, Red Alert has agreed to sponsor Smarden Cricket Club following the side's promotion to Division One of the Kent Village Cricket League

The three-year sponsorship deal will see the successful club take to the

field in shirts emblazoned with the Red Alert logo.

"Red Alert sees itself as part of the local community and is delighted to be associated with such a successful side," said managing director Clive Gawler.

"Smarden joined the league in division six in 2002 and has done

incredibly well to reach the premier division so quickly."

Smarden CC's swift progress from division six to division one has repaid the club's faith in its young players and has surprised and delighted the side.

"We really didn't think we would get this far this quickly when we joined back in 2002," explained club chairman Barry Adams.

The KVL itself has also grown, with more than 80 sides now playing in seven different divisions.

AWARD WINNERS

Red Alert's sister company may be relatively new but is already proving to be a winner.

Red Alert Telecare, set up just two-and-a-half years ago, installs life-changing monitoring equipment in the homes of older and vulnerable people.

The equipment allows people to stay living at home, safe in the knowledge that the sophisticated kit will raise the alarm at a monitoring centre if they need help.

Red Alert Telecare works with local councils across the country to install the equipment, and has picked up a major award to mark its rapid rise to success.

Managing Director Clive Gawler's new enterprise was named *Most Promising New Business* in the high profile Kent Invicta Chamber awards for 2009.

RED ALERT REMINDERS

Installing a NACOSS-approved alarm system is vital if you want to protect your home and your business from burglars, but common sense is pretty useful too!

The best alarm system - fitted by Red Alert, of course - won't help if you don't set it, or if you leave the windows wide open or some 'fresh air'.

The summer is great for burglars, not because they like to sit in the sun but because some householders seem to let the heat get to them and forget basic security rules.

So here are this edition's Red Alert Reminders:

- Don't go out and leave your windows open - we all enjoy fresh air but we don't want our possessions disappearing into the thin variety.
- Don't leave the front door open or



unlocked while having a barbecue in the back garden - you may still be at home, but while you are busy flipping burgers, someone else could be in the front stealing your flipping wallet.

- Don't leave children's toys, skateboards and bikes in the garden, particularly overnight - thieves will soon take you for a ride.
- Fit a quality lock to that outside shed - lawnmowers and power tools are a prime target for summertime thieves looking to rake in some cash.

Online *Alert*

If you would rather receive this newsletter electronically just send us your email address with *Alert* as the subject line and we'll send future newsletters by email. Our email address is info@redalertuk.com

HERE TO HELP

Red Alert engineer Richard Glister achieved the gold standard when he helped a customer following a power cut.

A customer from Tunbridge Wells wrote to express her thanks for the way Richard reassured her during a worrying night-time incident. Her letter explained: "After a mains power cut the alarm system started to bleep at about 12.45am. I had not experienced that before, although there have been power cuts since we had the system installed.

"I was worried and frightened about causing a possible nuisance to neighbours, and felt quite distressed. The engineer I contacted (Richard Glister) explained what had happened and calmed me down. He was most kind and totally efficient."

Managing director Clive Gawler explained: "Red Alert prides itself on being a friendly, people-focused company and our engineers are encouraged to take the time to reassure people when something out of the ordinary happens."

INTRODUCING...



It didn't take Andrew Wilson - now known as Lofty - long to make an impact at Red Alert. Just two weeks into a spell of work experience with the company he was offered a full-time post.

That was back in August 2005, since when the popular engineer has become a favourite with customers and colleagues alike.

Lofty went to Queen Elizabeth's Grammar School in Faversham and despite being offered a job by BT chose to do work experience at Red Alert. Managing director Clive Gawler



Paws FOR THOUGHT

It may have had a purr-fect ending, but finding out what was triggering a Red Alert alarm system in Headcorn proved to be a bit of a headache.

Soon after installing the system at Emporium Pet and Animal Feeds, Red Alert engineers were called back by owner Jeremy Claydon to be told the alarm kept going off in the night for no apparent reason.

The engineers checked the system out, found nothing wrong, replaced a few parts for good measure and went away - only to be called back a few days later when the same thing happened again.

Another extensive check, a few more replacement parts and a few hours later the engineers departed once again, confident that this time

there wouldn't be a problem. They were wrong. Once again the alarm went off in the middle of the night and this time Managing Director Clive Gawler himself went out to investigate.

Clive suggested installing CCTV cameras, a move that paid off when Mr Claydon phoned to say that he had found the culprit - a cat that had been living rent-free in the Emporium and emerging from his hiding place each night.

Clive and his team were delighted that the mystery had been solved - as was the owner of the cat, who was soon reunited with the beloved moggy she had not seen for months.

The Emporium is located in Wheeler Street, Headcorn, and can be contacted on 01622 890446.

REWARD OFFERED

Win yourself a reward by recommending a friend or colleague to Red Alert. If they buy a new system or ask us to look after their

existing system, we'll give you a free maintenance visit up to the value of £80. Just call (01233) 501999 or email info@redalertuk.com with your name and the name of the person you think needs looking after by Red Alert.

was so impressed that he offered him a job - and his customers now include his old school.

Lofty learned his skills studying emergency and security systems at Waltham Forest College on day release and won his heat in a national apprentice competition before finishing second overall and enjoying a high profile awards dinner in the Park Lane Hotel, London.

What he likes best about working for Red Alert is the team spirit and meeting a wide range of customers - from art galleries to individuals.

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CONTACT US

It costs nothing to ask for advice or talk to us about your security needs. Even quotations are completely free and without obligation, so please do not hesitate to contact us by telephoning (01233) 501999 or emailing info@redalertuk.com

Visit our website www.redalertuk.com for more information.

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