

In February of this year, Anderco Safety, a leading Irish supplier of general and specialised safety equipment and protective clothing, held its first Security Expo in Dublin Castle. Anderco's Maureen McDade reports on the expo and on developments within the company.



Gary Jamieson, sales manager with Thales, delivers a presentation on the company's Air Defence Alerting Device at the Anderco Safety Security Expo

# SECURITY EXPO SHOWCASES SAFETY

Anderco Safety's first Security Expo in February of this year was a one-day event which was free of charge. It was dedicated to providing a focused opportunity for security professionals across government and industry to come together with product manufacturers and advisors (with extensive security, law enforcement and military experience) to network, exchange ideas, discuss best practice and learn about currently available security products and services.

The floorshow showcased products, services and the latest technological advances for security, law enforce-

ment, military and emergency services professionals from over 25 leading manufacturers who partner with Anderco for the Irish market. It was augmented by special product demonstrations and tool-box talks. These included a demonstration of the new Captor II incapacitant spray (Civil Defence Supply); Material Technology in Fire & Ballistic Threat (Dupont); The Development of EU Standards for Armour Solutions (Verseidag); and The Effective Use of Tactical Hearing Protectors (Aearo Technologies).

The exhibition included the full spectrum of products ranging from warning lights to anti-stab clothing,

blunt trauma protectors, restraints, wireless and mobility communications equipment, incapacitant sprays, forcible entry tools, breathing apparatus, uniform clothing, footwear and general PPE.

Today's public and private security personnel face new challenges in an increasingly-global environment with a sharp rise in crime and the evolving problem of organised crime. Personnel involved in the policing, defence and the emergency services face increasing hazards in their daily work.

More and more, the private security industry is playing an essential role

Anderco Safety's 30,000-square-foot head office in Cork, which has almost 50 staff



in protecting the public. To secure their personal safety and increase their efficiency in meeting their objectives, they need to be equipped with the latest cutting-edge technologies and solutions to ensure that they can safeguard themselves and the public.

Consequently, the increase in widespread and serious risks has led to increased pressure to keep up to date on the latest risk management developments in their field for informed decision-making and the guarantee that they are benefiting from the latest and best equipment. Anderco's Dublin Security Expo – created to meet the continually evolving and growing needs of the public and private security sectors – was aimed specifically at those personnel responsible for evaluating and procuring the full range of products, equipment and services utilised by their organisations or companies.

#### MANAGING RISK

"Because of the increasing presence of serious risks, buyers in these markets are seeking suppliers with a focus on innovation, a strong technological foundation and a flexible approach to bespoke production," said Alan Bruce, Anderco's managing director. "The companies we invited to Dublin to showcase their products and services are leading international suppliers of security products. They were selected based on product functionality, design innovation, materials technology, expertise and quality.

"Overall, our intention was to provide a national forum for security pro-

fessionals by including educational sessions and product demonstrations to cover their diverse concerns," he continued. "The keynote speakers were chosen to provide insight into the issues that security professionals are facing today. Overall, the response was extremely positive. We expect that the Anderco Safety Security Expo will become a regular event that will experience an exponential growth in exhibitors and attendance."

Anderco Safety currently sources and supplies products including ballistic vests, specialist clothing, public order equipment, road traffic equipment, vehicle warning equipment, fire-fighter equipment, harnesses and rescue equipment, clothing, footwear and PPE to the Irish Prison Service, An Garda Síochána, the Irish Army, the Health Service Executive, fire services, the Health and Safety Authority, city

and county councils nationwide, as well as private security companies.

Key to providing an informed and expert service to these markets is, according to Bruce, a high level of ongoing market research and the allocation of resources to understanding the product applications and the environments in which they are used. Ongoing research involves attendance at international exhibitions, as well as visiting national and international design and manufacturing facilities to build close working relationships with suppliers of a wide range of specialist products.

In addition, Anderco has developed a comprehensive in-house knowledge base of legislation, standards and product specifications information designed to drive awareness to industry professionals throughout the country and keep all of its customers



The Compass digital x-ray body scanner at the Anderco Safety Security Expo

informed of the latest news and information, product and service developments.

Anderco has focused on the distribution of general and specialist safety equipment, protective clothing and footwear as well as safety signs, training and an array of safety-related services for more than a decade. The company has developed from its Cork origins to provide nationwide coverage from sales offices and distribution centres in Dublin and Cork.

At a time when its customers are under increasing pressure to contain costs and deal with fewer suppliers, Anderco aims to offer a one-stop-shop capable of meeting all of their needs. This is reinforced by extensive expertise in working with leading manufacturers to develop and tailor its products to meet the needs of the Irish market and in providing informed solutions to customers that combine technical, consulting and training services.

#### CONSISTENT GROWTH

Commenting on the company's growth since its full time safety focus in 1993, Bruce said that Anderco has recorded above average year-on-year growth consistently. "We started with just four employees and a small number of customers and now have a 2,000-strong customer base across a wide spectrum of market sectors, from pharma and electronics to the service sector, government departments and local authorities. We've invested heavily in strengthening our capacity to provide a high level of service nationwide by opening a 30,000 square foot head office in Cork and taking staff numbers close to 50.

"We've significantly expanded our delivery capacity, resources and service strengths in the Leinster region and throughout the rest of the country." Bruce pointed to a proactive customer service ethos as the main reason for Anderco's success to date. "We're a customer-driven organisation committed to providing our customers with a pragmatic safety partnership and solutions tailored to their individual needs.

"To succeed as a single-source supplier, we know it's vital that we offer our customers not only a comprehensive, competitively-priced product range but also assistance in achieving significant efficiencies in procurement, warehousing, finance and safety training. We believe in the development of long-term relationships built upon the trust that comes from a consistent track record of delivery and aim to contribute to our customers' critical risk management activities by combining individual knowledge, technical expertise and practical innovation."

In recognition of the fact that service and training packages are only successful when they address the specific

contains a dedicated training and seminar facility and has afforded closer liaison with, and training of, customers. A significant component of the new building is an enhanced signs manufacturing and embroidery facility as well as an extensive retail unit.

To efficiently distribute safety equipment nationwide, Anderco has developed an infrastructure capable of responding rapidly to local queries or issues. Last year, the company further strengthened its sales and distribution network with the acquisition of Dublin-based Orrwear Protective Supplies. The acquisition, designed to increase the company's resources, fundamental strengths, geographical



Audible and visual vehicle warning equipment from Federal Signal Emergency Products

needs of individual workplaces, Anderco offers a range of customised, flexible, value-added service packages that guarantee the appropriate and consistent use of the correct PPE equipment. These services include expert product-sourcing, tailored product-supply and stock-management arrangements, ongoing technical support, consultancy and a range of PPE training schemes.

In 2005, Anderco Safety opened a new sales and distribution centre and safety signs manufacturing facility at Eastgate, Little Island, Cork to account for its heightened sales, distribution and manufacturing responsibilities. The custom designed building has 30,000 square feet of floor space and has been equipped to meet the company's current and emerging needs. It

reach and market presence nationwide, has allowed Anderco to offer innovative product and service packages to companies across a broad spectrum of industries, with particular emphasis on the Leinster area.

Increased focus on the area has seen Anderco win a significant number of new contracts, including the supply of clothing and PPE to Dublin City Council and the Health and Safety Authority. Anderco's Dublin office, located at the Northwest Business Centre, adjacent to the M50, recently underwent a major refurbishment to allow the company to further support the development and servicing of its ever-increasing Leinster customer base with a team of seven Dublin-based sales, customer service and logistics personnel.