



Newsletter for Smiths Equipment Hire • News, new products, people and events • September 2015

DRIVING THINGS FORWARD▶▶▶



Here at Smiths Hire, we're always looking for ways to improve our service. Whether that's through our customer service charter – introduced last year, or investing in the latest equipment to make your job that little bit easier. We constantly look to offer the best service available and the latest improvement we've made is to equip our drivers with Syrinx Mobile.

Syrinx Mobile takes the form of a small PDA, which the drivers now carry along with a small printer for quick and easy, instant receipt printing. It gives us the ability to update drivers on the move and through a constant connection to our server can keep our

customers up to date with their hires and pending deliveries.

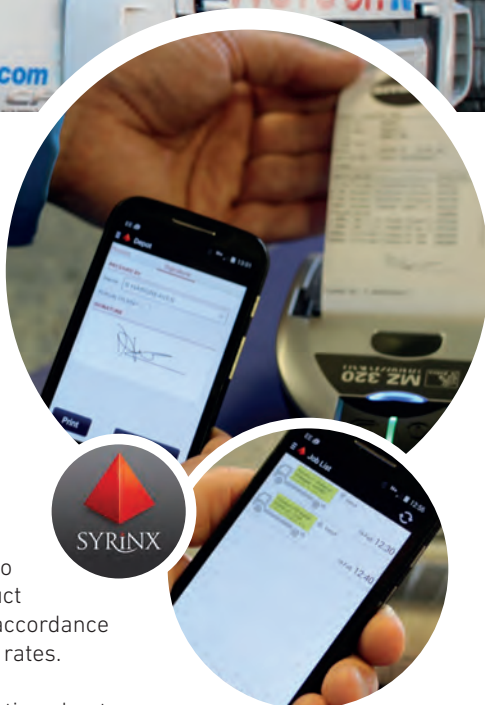
Photos can be attached to hire records and along with receipt of hire information can be transferred instantly to our Hire it Centres. The app will improve the customer's experience with us, reduce paper waste and offer an easier, more efficient way of managing your hires.

Syrinx Mobile will work alongside our existing 'MyHire' service. An online portal allowing you to log on and view your account information in real time. Anything from current contracts to your pricing agreements can

be viewed through the portal, making managing your hires a quicker, easier task.

As well as managing your current hires, MyHire makes planning future aspects of your job easier too, with access to a complete product list, all priced in accordance with your special rates.

For more information about Syrinx Mobile, MyHire or any of our other helpful service benefits call: **0333 323 2100**



We're on it

Smiths FC



Recently Smiths Hire were challenged to a game of football by Warden Construction.

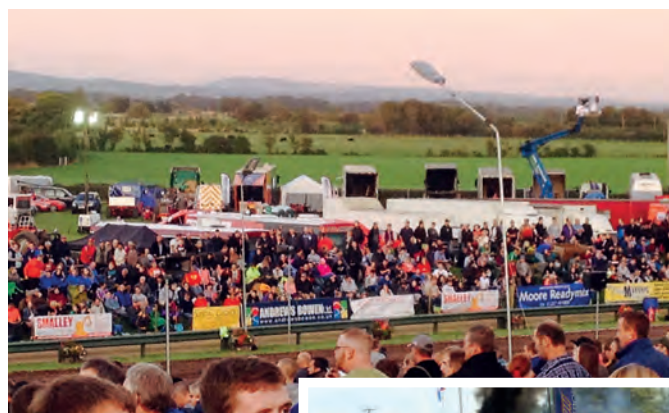
The 7-a-side match took place at Play Football Preston and was hotly anticipated as one of the footballing spectacles of the year.

Warden ran out as narrow victors on the day after a sharp start that the Smiths FC team struggled to recover from.

Everyone had a great time and we eagerly look forward to the upcoming rematch.



We've Pulled!



Smiths Hire are getting into bed with 'The North West Tractor Pulling Club'. Becoming a sponsor for their latest event at Great Eccleston.

Supplying the event with a boom to aid the TV coverage, along with lighting towers and pressure washers/bowzers. We were able to contribute to the success of what was a brilliant weekend long event.



Local Sponsorships



Local Kids Football Sponsorship:

Thornton Cleveleys FC –Under 11's 2015/16 Football Strip Sponsorship in partnership with Apple Finance Poulton



Lewis Balyckyi Cycle Event

Supply of Equipment
Sponsored Shirt Design

Big thanks to Rob, Simon & Craig at Whitegate for all your help on the big day!



VCUK Inspire Racing Team

As part of Smiths Hire sponsorship, we provided a bespoke, light weight cycle rack to help VCUK on tour in 2015

Smith's Complete Package



Here in the marketing department at Smiths Hire – the North West's biggest independent hire company, we've been beaver away over the past few months bringing together a comprehensive sales pack.

The pack aims to deliver information on our services and the hire products we offer, including specs and images to help you ensure you get the right tool for the job. It also includes a complete price list featuring rates for the entirety of our range.

You can get your hands on one of our comprehensive new packs simply by calling our S4 team on **0333 323 2100** and we'll pop one in the post or drop one off onsite for you.

The complete bundle includes the following:

- Tool Brochure
- Site Works Brochure
- Access Brochure
- Training Brochure
- Service 4 Brochure
- Credit Account Application Form
- Hire Protect Summary of Cover
- Trade card



Marketing Director David Turner had this to say:

'Having the availability of this pack gives us the ability to convey our business in a much more professional and polished way. Modernising our communication and creating a comprehensive way of showcasing our business and its products/services.'

Employee Recognition

Congratulations to...

Operations Director David Sudell had this to say;

Everyone likes to be recognised for the hard work that they do. The purpose of our employee recognition program is to reward work and behaviours that support/further the mission, goals, values and initiatives of Smiths Hire.

Well done to the winners, you're on it!



Workshop Foreman
Andrew Hallam (right)



Driver
Daniel Reimer (right)



Fleet Manager
Martin Prater (left)



Service Test Engineer
Stuart Nutley (right)



Smiths Hire Team Up With McDonalds Blackpool for 'Love Where You Live' Project

Smiths Hire love a good community project. Founded in Blackpool over 40 years ago, the local area has been integral to the company's growth and our roots here run deep.

The 'Love Where You Live' project aims to engage the public in changing behaviours and drives local action through fostering pride and understanding within the community. Alongside this, they are raising the profile of how important caring for local places is, given its importance to individual's quality of life.

So when they needed a scissor lift to give a church hall turned community centre some much needed TLC, Smiths were happy to lend a helping hand. Pictured here behind our Marketing Director David Turner and McDonald's Area Ops Consultant Barry Howard, the scissor lift – donated by MD Thomas Smith, helped the team finish the job in a quicker and safer way.

The building has many fantastic uses including theatre and dance groups, AA meetings, Sunday school and play groups. A great help to the local community in the surrounding area.



Marketing Director David Turner gets to grips with a Big Mac

Welcome to the Smiths Family

Jonathan Carney
Sales Hire Controller
Cleveleys

Warren Catterall
Sales Hire Controller
Warrington

Kevin Kaylor
Transit Driver
Manchester

Donna Leeming
Retail Sales Coordinator
Head Office

Robert Mason
Business Development
Representative
Head Office

Kevin McGow
Sales Hire Controller
Clifton

Philip Marsh
Sales Hire Controller
Manchester

Rosario Martin
Purchase Ledger
Head Office

Joe Morris
Sales Hire Controller
Preston

William Nelson
Transit Driver
Blackburn

Jamie Rees
Sales Hire Controller
Cleveleys

Terence Sandham
Depot Operative
Preston

David (B) Smith
Training Services Manager
Training Services

Ryan Smith
Service Engineer
Blackburn

Simon DeLooze
Sales Hire Controller
Head Office

Daniel Roccia
Service Engineer
Preston

Hannah Cullen
HR & Operations Coordinator
Head Office

Stacy Land
Training Coordinator
Head Office



Smiths Hire Golf Event



Early July saw our annual golf event take place. A day of bogeys, birdies and beer makes for an ideal way for customers to take a day and relax. Over sixty Smiths Hire punters were invited and teams of four took to the course to compete for fantastic prizes ranging from electric golf caddies to 50" LED TV's.



Sales Director Christian Vila spanners one into the rough

The day kicked off with coffees and bacon sandwiches and we're pleased to be able to say the sun shone all day and the event ran smoothly.



Star prize on the day won by Phil Strood for the weekend

The occasion was a huge success and has since been described (by invitees and our MD alike) as the best Smiths event we've ever had. Amidst all the fun we also managed to raise £600 for local charity 'Aspired Futures' which helps vulnerable young children in the Blackpool area.

A special thanks to everyone that helped bring the event together and those that took part. We can't wait for next year.



How we've Improved Smiths Training



Training Manager Dave Smith shows us where to find his hand

We've been making changes behind the scenes at Smiths Training to help us continue to offer the best training available and improve the way in which we deliver the service.

The chief of these changes has been to bring in an experienced and qualified training manager 'Dave Smith'. This means for our headline courses – such as PASMA, IPAF and Emergency First Aid we now have our very own Smiths Training instructor that we are confident can deliver the training you need to the highest standard.

Dave has been brought in to add value to the current working practices of our

training department and brings with him a wealth of experience.

He was a trauma medic/instructor with the UK fire service for over 25 years before moving on to be the medical officer for the Australian coastguard in Brisbane. Dave has instructed in the maritime industry all over the world which took him on a variety of high risk transits in the Indian Ocean teaching the ship's crew and security team members at sea.

We're delighted to welcome him to the team.

Alongside this, we've improved our already large roster of available courses, adding in Emergency First Aid and First Aid at Work.

It's a legal requirement that every site/workplace has a First Aid qualified member of staff and now Smiths Training can help. Teaching valuable skills that could lead to you saving someone's life.

Finally, Smiths Training has moved its administration team from Warrington to the Smiths Hire head office in Blackpool, adding cohesion and synergy to the related brand and allowing us to market the services more accurately to our customers relative to their needs.

For a full list of courses offered and more information on Smiths Training, call **01925 558 830** and request a brochure.

Exciting New Products Available to Hire



NEW!

MiTOWER

MiTOWER is a new, versatile and high quality one man access tower designed in accordance with the latest testing and quality standards for aluminium scaffold towers.

- One person erect and dismantle
- Easy to transport
- Compact alloy tower
- Strong
- Small footprint
- Working heights of 4m, 5m and 6m



NEW!

Libby Concrete Leveller

A break through in levelling concrete, quickly and efficiently.

Unique patented technology that moves it from side to side (rather than up and down). Reducing the amount of water drawn to the surface and enabling the machine to be pushed backwards as well as forwards without sinking into the concrete. One man operation and simple to use.



NEW!

Electric Diamond Saw

The new electric diamond saw from Husqvarna delivers powerful and reliable cutting of a range of construction materials. The K3000EL now combines the best of both wet and dry cutting. It is ideal for indoor cutting tasks and keeps dust to minimum to create a pleasant working environment.



NEW!

Cubb Weed Brush

The Cubb Weed Brush is proving extremely popular; a compact walk behind, fully hydraulic, hard surface cleaner designed to save you time, energy and money.



NEW!

Kubota Excavators

Kubota tracked mini excavators are universally known and respected for their reliability, durability and appetite for hard work. Designed and built to produce cost-effective results time after time, Kubota mini excavators continue to extend their reputation in every industry sector.

Exciting New Products Available to Hire



NEW!

Bull Fire Alert Trolley

The 'Bull Alarmed Anti-tamper Trolley' links via radio with other fire detection devices in separate areas or on different floors to ensure that when one alarm goes off, everyone who is in potential danger is made aware. They're also incredibly easy to install – just wheel them onsite. Plus they're CE approved, meaning they meet your insurance requirements.

The Executive Hire Show have listed this product along with only nine others in their 'Innovation Trail' category; describing it as one of the year's most impressive launches.



NEW!

Manitou Telehandler

Especially designed for building sites and renovation projects involving lower heights. Its compact dimensions mean you can easily pass under thresholds and navigate congested areas. It provides you with excellent manoeuvrability.

The Manitou MT 625 H has a lifting capacity of 2.5 t, with a max lifting height of 5.85m.



NEW!

Mini Bowser Pressure Washer

With its balanced design for easy mobility and a chassis formed in a way that makes it great for narrow access problems, not to mention all the usual high quality functionality you expect from Brendon power washers. The Brendon Mini Bowser is a fantastic little addition to your arsenal.

Smiths on the Radio



We're often told we have a face for radio here at Smiths Hire and we've taken this advice and rolled with it by launching a radio ad campaign.

The advert, voiced by Mark Chadwick (the affordable Sean Bean if you will) tells the listener about our latest offers as well as launching our New Trade Card. Broadcast in the Fylde, the ad will raise the public profile of the business locally and aims to increase the number of customers visiting depots. The ad fits alongside our press advertising in recent months.

Listen out for Mark's dulcet tones on Radio Wave96.5 Monday to Saturday.



Aspired Futures



New logo design and tagline created by the Smiths Hire marketing team



Early July saw our annual golf event take place at the Village Hotel in Blackpool. The day was a huge success and many factors (including the weather) came together to create an enjoyable day.

During the event we held a 'beat the pro' competition to raise funds for a local charity called 'Aspired Futures'. The charity supports local children with less privileged backgrounds and aims to

'Empower children and young people "at risk" to become independent, confident, participating citizens with the ability to achieve and thrive in education, training and employment.'

We're delighted that the competition raised £600 for the charity and this week we were able to present the cheque to founding member Carmen Conquer and some of the children the charity helps (pictured).

Smiths take part in the trinity hospice corporate challenge



Recently, Smiths Hire have been raising money for the Trinity Hospice Corporate Challenge.

The corporate challenge is an initiative set up by the Trinity Hospice to raise money, money that helps keep the charity going and enables them to invest in a higher level of care - through staff, facilities and equipment.

The challenge pits local businesses against each other in an effort to see who can raise the most money. The rules are simple; turn £50 into as much money as possible through whatever means you see as the most effective. Some companies opting to host sporting competitions, others hosting bake sales.

At Smiths we've gone down the pub quiz route. Alongside a cake sale and dress down for charity day at the office; we're currently organising a pub quiz. All of the proceeds will go directly to the charity and we expect a good time will be had by all. It's win, win.

Details for the event will be released shortly.



Here at Smiths Hire, the North West's biggest independent hire company we are pleased to unveil the latest arm of our business: Smiths Trade.

To add to our fantastic range of services, Smiths Trade now gives our customers an easy and convenient way to purchase useful consumables, anything from PPE equipment to diamond blades.

Ordering couldn't be simpler. Browse the Trade Catalogue, then call our dedicated number: **01253 603843** to talk to a helpful member of our team.

Once your product is ordered, simply pick it up from one of our ten North West Hire it Centres or have it delivered with your next hire.

With Smiths Trade you can save up to 25% on selected items and be comfortable in the knowledge that you'll receive the highest quality service backed by our 44 years of industry experience.

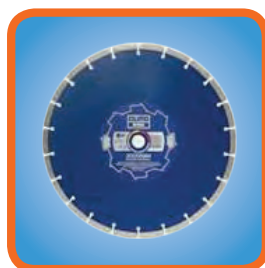
Pick up the phone and use Smiths Trade today.



Special prices on consumables for hire customers



100'S OF GREAT PRODUCTS! AT DISCOUNTED PRICES



ASK ABOUT BULK BUY DEALS

Buy 3 SAVE an extra 5% – Buy 6 SAVE an extra 10%



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Order by Email: **esales@smithshire.com**

FOR BIG ORDERS - Request a quote and see what extra you can save.

COLLECT IT OR WE CAN EVEN DELIVER IT*

* Delivery of consumables will be made at the same time as delivering your local hires OR Collect it from your local Hire It Centre.