

PRODUCTS

Simtec lifts electric mystic

PRODUCT development has made contractors 'more comfortable' with electric fencing which in turn has led to growth in this market sector.

That's the opinion of Steve Buckley, who along with John Simm, heads up Simtec Solutions, which began operations almost two years ago, offering specialist expertise in electric fencing.

'The interesting thing is that this has been driven by the fencing industry which has upped its game,' said Buckley. 'An increase in CCTV companies has also meant that electric fencing has taken a higher profile.'

Both Buckley and Simm have a total of more than 40 years experience in the electric security business and their aim with Simtec was to offer contractors a 'way into' the fast growing electric sector by acting as a bridge between manufacturer and end-user.

'That has proved to be highly successful,' said Buckley, 'and we have appointed a number of dealerships around the UK, who have been trained and have the support and technical back-up of Simtec.'

Training is key to getting contractors involved with the electric market and Simtec aims to simplify the process.

'We are making entry into the market as easy as possible for installers,' said Buckley. 'We are able to identify the

contracts and they then have the opportunity of diversifying into another sector, knowing that we offer expertise and technical back up. It is a safety net that means they don't have to worry - it gives them access to a new sector where previously they may have been extremely cautious. It opens up new sales doors.'

The change in market perception is exemplified by the way that the education authorities are considering electric systems.

'This is illustrated by a secondary school in Yorkshire which had suffered from problems two or three times a month and has seen a full height system allied to chainlink as offering a total physical deterrent against the problem,' he said. 'Enquiries like this are growing all the time and the mix between utilities and commercial is probably 75 per cent and 25 per cent.'

As a former chairman of the Fencing Contractors' Association, Buckley has a 'grass roots' understanding of the problems faced by installers and the role that Simtec Solutions can play.

Linked with Leicestershire based Rutland Electric Fencing - part of the American based Zareba Systems, the company has built a formidable communication line with the specifiers and utility sectors. However, it is still looking for more contractors to join its network.

'The south is area that we have identified where we need more, particularly around the M25 - it is companies of 10 or more employees and with the right credentials, such as being members of the FCA.'

The introduction of standards through the FCA's Electric Fence Committee has also played a significant part in 'educating' the industry, as well as providing the foundation for generic training courses approved by Lantra Awards.

'We are trying and succeeding in taking the mystic out of electric fencing and delivering a very user friendly package that will help contractors have

► **Growth: Simtec has seen the sector increase over the past two years**

confidence in this particular area of fencing, which a decade ago would have been a definite 'no', 'no' ■

