



insight

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The A-Safe success story keeps rolling on and 2010 has seen some significant developments in the progress of the company.

At the start of the year we opened our new Central Europe office near Hamburg in Germany as part of the company's strategy to target new contracts across Central Europe, and in particular Germany, bringing A-Safe's expertise in offering polymer safety barrier systems to blue chip companies in the region.

We continue to roll out our expertise to leading international companies, and are approved suppliers with global corporations including Coca-Cola, Kimberly Clark and, as you will read in this newsletter, international airports including Gatwick, Heathrow, Stanstead, Dublin and Frankfurt.

Our lead story on the green benefits of A-Safe's products adds another string to our bow of positives for companies to consider when evaluating their health & safety practices. We have researched this area and found that A-Safe's plastic barriers offer considerable and significant CO2 savings in comparison to a steel barrier, helping to reduce a company's overall carbon footprint.

Please feel free to contact a member of the A-Safe team on any of the stories you read or see how we can bring the A-Safe benefits to your company.



A-Safe - the greener option



A-Safe safety barrier systems can now add being a greener option to its long list of benefits, with research showing that plastic barriers can reduce a company's CO2 emissions significantly in comparison to using steel barriers, with a carbon footprint almost 5 times smaller than steel. Over five years it is estimated that a 100m section of Steel Armco barrier generates 11,933kg of harmful carbon emissions compared to just 2,530kg with the equivalent A-Safe Traffic Barrier.

As well as offering safer systems to protect workforces and machinery, reducing maintenance and repair costs, according to independent sources when comparing an A-Safe traffic barrier versus a typical Armco-type steel traffic barrier, A-Safe can offer companies a significantly cleaner bill of health when it comes to its green credentials.

Many companies are re-evaluating their environmental and ethical contribution and looking at all areas where they can reduce their carbon footprint and install greener and more efficient systems across their workplace. Halifax-based A-Safe has created and developed its high-impact polymer plastic barriers, which not only provide unparalleled safety in a busy warehouse or factory space but also is

significantly greener than its steel contemporaries.

James Smith, Director at A-Safe explained: "It is easy to look past the environmental impact of important safety products that protect your staff, visitors, merchandise and buildings. It is common knowledge that steel based products such as Armco Barrier have a high carbon footprint. But, as it is something that is perceived as 'the only option', people tend to look no further. When the floors become damaged, they are repaired with concrete. Once again, concrete is well known to be high in CO2 emissions. A-Safe Barriers are the alternative; with considerably lower CO2 emissions in manufacture, supply and maintenance.

"As a result, your company could significantly reduce its carbon footprint by switching to A-Safe's products. With less weight, little to no maintenance or floor repairs, no painting and 100% recyclable, the green credentials couldn't be better. A-Safe offer high impact polymer based barriers."

Leading international companies have seen the green benefits of turning to A-Safe, including Coca Cola, Toyota, BAA, Kimberly Clark and DHL.

Gatwick off to a flyer with A-Safe



A-Safe is now rapidly recognised as the approved safety barrier supplier at Gatwick due to the high performance and cost-effective protection they provide.

In fact Gatwick has benefited from a bespoke design, especially created to solve a safety barrier challenge posed by the airport. As a result, A-Safe's hexagonal Atlas barrier has been designed to replace the steel structures Gatwick were previously using for mast protection. This will then be rolled out across the apron to provide first class protection to all its numerous masts and columns.

Director of A-Safe, James Smith said: "Our Atlas range is designed with airports in mind. No two sites are the same or have exactly the same needs. Therefore we work closely with the airport to provide a system that is fit for purpose and is exactly for the application in mind. The new Hexagonal Atlas barrier is testament to this."

The unique design of A-Safe's range of barriers ensures that it is flexible enough to withstand impacts exceeding the BAA standard 6-9 times, so, if hit by a vehicle, the barrier will simply spring back into shape without bending or buckling. The innovative polymer blend that is used in producing A-Safe's range of barriers with its high level absorption properties also ensures that the airport benefits from long term, low cost maintenance and repair as opposed to steel counterparts.

A-Safe's Atlas barriers are also installed on other leading airport sites around the world including Stanstead, Dublin and Frankfurt.

A-Safer way around the world for Kimberly Clark

Global manufacturer Kimberly Clark has upgraded its safety standards across its plants internationally with thanks to A-Safe.

Since trialling a small section of double-rail traffic barrier at its paper pulping line in Flint, UK, Kimberly Clark has not looked back and has appointed A-Safe as an approved supplier worldwide, with A-Safe now installed across its warehouses internationally including Europe and the USA.

Everett Mill in Washington is one of the latest to adopt A-Safe systems on-site. Scott Basom, Facilities Engineer at part of the Mill had seen A-Safe traffic barriers used efficiently and effectively at other parts of Everett Mill and decided to introduce A-Safe to the areas he had responsibility for.

He explained: "It's easy to see why A-Safe is so popular. It's so easy to use and install and it looks pretty nice in the warehouse too! Safety is obviously a top priority and with over 1,000 employees on-site we need to eliminate risk at all levels. Metal bollards have to be welded to be repaired and this in turn poses a fire danger, so

A-Safe automatically negates this. Due to the resilience of the material and its ability to deflect and bend under loads, damage to the driver or pedestrian is reduced as is the need for constant repair."

Andy Linkman, Site Safety Advisor, is responsible for the ongoing health & safety across Kimberly Clark's Flint site. He said: "A-Safe has proven time and again that the plastic barriers are superior to steel in all areas, offering my team peace of mind that what we are installing is not only doing its job of protecting the workforce and machinery but also cost-effective in the sense that repairs, maintenance and damage to the barriers, vehicles and equipment is negligible."



Flexible & Cost Cutting Solution... Guaranteed

Companies affected by the credit crunch no longer have to compromise on safety thanks to A-Safe unveiling a leasing option as an alternative to outright purchase. In conjunction with extended warranties available across the range, there is no better time for businesses to take a look at what A-Safe can offer.

James Smith, Director at A-Safe explained: "We appreciate that we are operating in challenging economic times, but one area you cannot afford to scrimp on is the safety of your workforce. The Health & Safety Executive reports that a major accident can cost a business up to £30,000 in compensation, loss of business, damage and repairs. Our leasing option is available, so clients can still get a first rate system installed without tying up cash flow – it's an attractive option for anyone who considers safety a priority but needs an affordable proposition that still delivers in all areas."

A-Safe barriers are also a good economical choice, as opposed to its steel alternatives, plastic barriers absorb any impact and the flexible nature of the material means that there is little or no damage to the vehicle or the barrier systems itself, resulting in less repair and maintenance costs in the long run. For customers wanting extra peace of mind, extended warranty options are available for up to five years.

James added: "We believe we are the only company in the industry to be so confident of our claims that we offer a guarantee to back this up."



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For more information, visit www.asafe.com to see the video of the A-Safe systems in practice.