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THE NATIONAL PUBLICATION WITH A REGIONAL EDGE

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Wipes Clean Up In Hall 1A At Show

Wiping their way into the hearts of many at this year's FIT Show, successful industrial wipes specialist Big Wipes proved to be a visitor favourite with one of the busiest stands at Telford's International Centre.

Located in Hall 1A there wasn't a moment when Brand Ambassador David Hawkins and the team were not surrounded by a sea of interested parties keen to get their hands on the latest products from the Sycamore UK Ltd brand. With demonstrations aplenty and friendly faces always on hand to answer any questions that might have been asked, they were by far one of the most popular exhibitors at the fabricator and installer trade show.

Easy to spot thanks to their vibrant stand decked out in yellow and the staff's loud and cheerful attire, a feel-good approach earned them a large amount of quality leads as well as a few fans. The team was constantly demonstrating the company's products providing a powerful lesson about how to make an exhibition stand work, drawing in visitors to the stand and then engaging them and easily gaining their interest in the products.

"We really enjoyed ourselves," said David "There wasn't a single moment we weren't busy at this year's show. Hall 1A proved to be



David Hawkins, Brand Ambassador

the perfect hub for us, attracting big groups together to demonstrate the wide range of specialist cleaning wipes we stock."

Sycamore UK Ltd is one of the UK market leading industrial wipes specialists. They research, develop, manufacture and distribute a wide range of specialist cleaning wipes worldwide under their hugely successful Big Wipes brand. As part of the Sycamore Group of companies, Sycamore UK Ltd has direct access to the R&D and manufacturing facilities of the Group, which is unique in its ability to produce specialist cleansing wipes across all sectors including trade, industrial, DIY, office, janitorial, automotive, cosmetic and household.

Contact FIT Show
T: 0845 0945 215,
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Fabricator Gives The First Degree

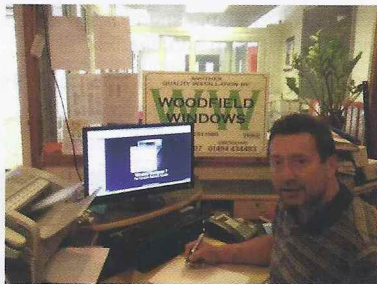
Everglade Windows, Kommerling's longest standing fabricator in the South East, adds a failsafe into its new online ordering system for customers.

"Our investment in First Degree online ordering including barcode recognition in the factory gives customers real time saving benefits," says Yogesh Gopal, Operations Director. "But we know that customers like the high level of personal service they get with us.

"So we've added an extra step in the process to make sure all orders are checked by a team member before they go through to manufacturing. This failsafe means we can pick up anything that looks out of place. We can then call the customer to check what's right.

"Busy installation companies want the speed and ease of automated systems, but we also know they appreciate the human touch. Adding them together gives customers real peace of mind.

"Far from cutting back on support, we have added more. Denise Gilligan and Magda Borys



in our sales office offer customers the attention to detail that gives them an extra level of reassurance."

Phil Underwood, MD at Woodfield Windows agrees: "We've been using the online ordering system for a while and it puts us in control of our orders. We use it for quoting and surveying. Inputting information is very straightforward. It's a great system. It makes it so much easier and quicker for us and orders go directly to Everglade Windows."

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