

ATG ACCESS

# ATG Access News

Issue 10 – Jan 2012

The Newsletter for ATG Access Distributors.



**Welcome** to the January edition of ATG Access News. These last few months have been incredibly busy and we have lots to report back to you all. As we enter the second half of the financial year 2011-12, the ATG Access brand is going from strength to strength. We have recently held International Distributor conferences in both Europe and Asia where we launched the first ATG Access training program (Level One). Our Distributor network has also grown with the addition of further companies in South-East Asia. These last few months has also seen several multimillion-pound orders for both ATG and our Distributors which is fantastic news. As we mentioned at the Distributor conference, it is all about getting specified...

## Distributor Conference...

Thanks to those of you who attended the Distributor Conferences held in October at both Haydock and Kuala Lumpur. At the conference we launched our Level One training manual which has provided all attending companies with the basic knowledge to comfortably sell and specify our bollard products internationally.

We had great fun at the conferences and are pleased to report a good turn out and positive feedback for both events.

Getting the chance to share with you all in person the current success and innovations that ATG Access is experiencing at the moment is really important. We have had a fantastic first half of the year internationally and can attribute a lot of this success to your ongoing support in the various territories and ever growing product and company knowledge.



*Kuala Lumpur Conference Attendees 2011*

We announced new products that we are launching such as the Rapidly Deployed

Surface Mount bollards, the Manual Rising Arm Barrier, Shallow Mount bollards, Titan Mark II and the 'Independence' models and also clarified the services that we offer. The training provided basic information on all aspects of the business including hydraulics, access control options and how to complete a successful site survey. We could tell from the quiz at the end of the course that you are now a very knowledgeable bunch.

Thank you to all of the companies who presented case studies for the conference. It is always very useful to hear about problems encountered when on site, installing our products.



*SP400 Demo*



*Sanjeev's Case Study*



*Robert's New Product Demonstration*

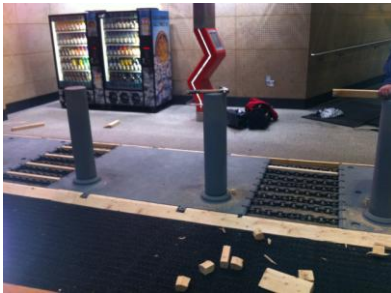
We also provided you with some marketing support including the new logo to be used internationally. If there are still materials or sales aids outstanding then please get in touch with Lucy and let her know ([lucy.foster@atgaccess.com](mailto:lucy.foster@atgaccess.com)). Any feedback on the conference would also be gratefully received, there is always room for improvement and we want to continuously progress always.

## An Interesting Case...

ATG Access was approached by the high profile shopping centre in Manchester to provide a high-security, temporary solution to secure two of the centres entrances.

The client wanted to temporarily secure its two main entrances before Christmas 2011 while waiting for planning permission to permanently secure the entrances to the centre at a later date.

This was a unique specification for ATG. Not only were the bollards to be installed inside the shopping centre, they also had to have a finish to match the interior.



*Securing the surface for pedestrians*

This finish was carpet to conceal the chains linking the array of rapidly deployed surface mount bollards.

The time available to complete the project was limited as the shopping centre could not be closed to the general public during normal hours, leaving a window of 12 hours (through the night) for ATG and the specified contractors to deliver, fit and finish the perimeter security installation.

ATG successfully completed the project on time and meeting all elements of the initial brief.



*A picture of the finished installation at the shopping centre entrance*

## New Orders...

We have a wide selection of new orders to report since the last distributor newsletter thanks to your ongoing hard work. In the Netherlands Baavak have secured a project at the Queen's Palace and Secu Products have played a vital role in securing Governmental Headquarters in The Hague. Other projects which are ongoing in the Netherlands are the British Embassy in The Hague and the US Consulate, Amsterdam.

Our distributor in Thailand, Doormatic have been very busy with their first project for ATG Access, installing SP100 & SP400 bollards at the Mandarin Oriental Hotel, Bangkok. The SP100 outer casings were manufactured in Singapore courtesy of our distributor Lai Yew Seng Ptd Ltd.

Gulf Distribution Management in Dubai have recently sold SP1000 bollards which

are destined for a project in Yemen along with Magnum road blockers which were manufactured in USA for the Dubai based company.

Tech Electrique, Egypt has also sold SP1000 bollards for IEOC and automatic GloBoll's for ExxonMobil. Also recently Tech Electrique has placed an order for SP400 bollards for an Egyptian financial supervisory authority.

Denmark has recently seen an order for our SP400 bollards for the project at Rohden Gods through our European distributor, Dansk Passage Sikring.

## New Agents...

**Doan Industries** are our new confirmed distributor for Vietnam and **PT. Sumba Setia** in Indonesia. Both companies sent representatives to our international conferences and it was great to meet our new partners in person.

## Headline Project...

ATG Access is pleased to announce that we have successfully won the multi-million pound project to manufacture and supply the perimeter security products for **New Doha International Airport**.

With an estimated 50 million passengers flying in and out of the city of Doha every year by 2015; the new airport needed a sophisticated solution to protect its customers and workers from vehicle borne threats.

Phase One of the NDIA project will involve site mobilisation, service provision and the construction of perimeter security around the passenger terminal complex. The second and third phases of the project will see a further 56 contact gates being installed and a suspended monorail system to transport passengers around the terminal buildings.

ATG will be supplying bollards and blockers to multiple areas of the vast site throughout the 4 year project.

The airport site was originally a landfill and has turned into the largest landfill relocation in the Persian Gulf Region. Out of this relocation an environmentally conscious design has been proposed for the airport. To fit with this concept, the contractors have ordered a variety of products from ATG Access including our Shallow Mount bollards. Shallow Mount bollards can be sold as the 'greener solution' due to the installation minimising the disruption of habitats and tree roots. Less plant machinery is also required on site to fit the product which in turn reduces pollution and noise.



# Exhibitions...

Collectively, ATG's distributors have attended many exhibitions this year; the first being **SecuExpo2011** in Korea on the 6-8<sup>th</sup> June. Our international Korean trade partner, GL&T represented ATG Access via Kenneth Oh. The company attended the show with product demonstrations and their stand looked fantastic.



*GloBall Demonstration*

Leda Security our Australian trade partners exhibited at the Security & Government show in late-July. They showcased the ATG Access SP1000 Shallow Mount Bollard. ATG's High-Security Sales Manager; Iain Moran joined Leda at the exhibition which was a great opportunity for some market research.



*Leda's stand at the Security & Government Show*

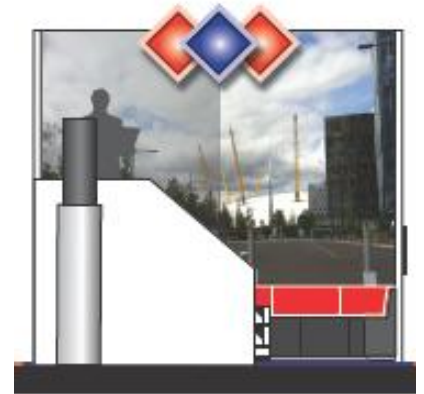
Finally the popular international exhibition – The Big Five Show also took place in mid-November. Our distributors in the Gulf region, GDM, attended and represented ATG Access. Mania and the team worked furiously on preparations for the event and as you can see, the hard work paid off.



*The drawings of GDM's stand at the Big 5 Show, Dubai*

**Counter Terror Expo; London, Olympia 26-27<sup>th</sup> April** – A huge security show in the U.K. which we will also demonstrate the Titan MK II Independence and our shallow mount technology to visitors. Last year's show was very successful so we hope to emulate that in 2012's show. Stand F181.

*Do come and visit us at either of the shows if you are in the country.*



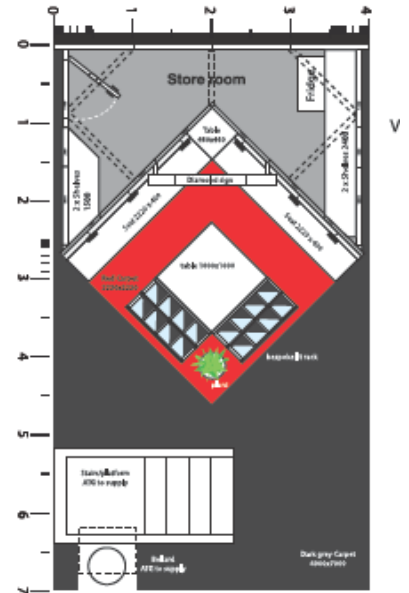
*One Part of the CT Exhibition Stand*

# Future Expos...

**Intersec Show, Dubai 15-17th January 2012** – GDM are representing ATG Access again at the Intersec show where they will be demonstrating a SP400 'Independence' bollard; one of ATG's new and innovative products. Our export manager Yan Ferrieres will be supporting GDM at the exhibition.

**Security & Policing Exhibition, Farnborough 31<sup>st</sup> Jan-2<sup>nd</sup> Feb** – ATG Access will be attending this invite only, government security show at the end of January. We are launching our new and exciting product, the Titan MK II independence so hope to generate lots of interest at the show. Stand G16.

**Intertraffic Exhibition 2012, Amsterdam 27-30<sup>th</sup> March** – Our Netherlands Distributor, Bavak are attending this prestigious exhibition in Europe and will also be showcasing the SP400 'Independence' bollard which is an excellent product to demonstrate this year.



*Bird's Eye View of the CT Stand.*

## Brochure...

We are currently redesigning the ATG Access company brochure in line with the recent marketing material review. This will be available at the beginning of January and an electronic copy will be sent to you for use in your target markets. Along with the electronic copy of the new brochure, I will include the printing specifications so that you can arrange the printing of the brochure locally if required.



*A sneak preview of the new design.*

## New Board Members...

We are very pleased to announce that our General Sales Manager; Gavin Hepburn has now been appointed to the board as Sales and Marketing Director. Many of you will have worked directly with Gavin on multiple international projects. He will continue to work alongside you all in his new role and we wish him every success.



*Gavin in action at the last Distributor Conference*

We are continuing to develop our Board, and our capabilities with drive, commitment and enthusiasm.

As part of this recent review we have concluded that we wish to recognise further our finance director - Joanne Ellis-Clarke's contribution to ATG Access over the last year.

With effect from the 1<sup>st</sup> December Joanne Ellis-Clarke was appointed to the full Board in the role of –Finance Director

We offer Joanne our continuing full support in this role, which reflects her superb contribution to date.



*The brains behind ATG's books*

## PSSA...

The Perimeter Security Suppliers Association accreditation (PSSA) is one of the newest standards to the industry and is specifically designed for products, companies and users of high security perimeter products. This industry body is the trade association for companies involved in the supply of equipment and services designed to provide the highest levels of physical protection for sites and their perimeters from terrorist or criminal attack.

The PSSA have recently launched a product verification scheme which aims to raise the standard of vehicle barrier systems both nationally and internationally.

This is only the first step as the trade association also plans to extend this verification scheme to all perimeter protection systems and even the installation provided by contractors.

The system aims to promote and audit the quality of not only products but the surrounding system and company standards also. This relates to the quality of drawings, electrical control systems and quality standards adhered to throughout the company. This will give the end user reassurance of supplier and product quality.

This UK drive to raise industry standards and provide a focal point for the market will benefit British manufacturers internationally. ATG Access has volunteered their SP400 automatic bollard to be audited by the PSSA and is proud to announce that the product has passed the audit. This means that ATG are one of the first and pioneering verified companies in the UK which will be something to shout about in months to come.



**Thank you very much for your ongoing supporting in 2011. We've very much enjoyed working with all of you and wish you a very happy new year.**



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