

Fireco

Compliance Made Easy



ARMA Fire Safety boost their profits with Freedor

Based in Belfast and operating throughout Northern Ireland, ARMA Fire Safety Ltd offers a range of fire safety services including fire consulting, fire awareness training and fire risk assessments.

ARMA Fire Safety Ltd also supplies a range of fire safety related products. Alister Rooney, Lead Fire Consultant for ARMA Fire Safety Ltd, has been working alongside Fireco for many years. "Our relationship with Fireco started off in 2005 as a Northern Ireland agent for Dorgard which we have had great success with. It's a great product with bulletproof reliability and we have sold thousands of units.

Through that, Fireco introduced me to their next product, Freedor. We went over to their offices and attended a training day where they showed me the product being manufactured and all I needed to know about installation and maintenance."

'Freedor offers a great opportunity for an additional income source'

Following the training, ARMA Fire Safety Ltd started installing Freedor throughout Northern Ireland. Alister found that clients liked that installations were quicker than alternative hardwired products. They presented an opportunity to carry out more jobs.



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“Freedor is wireless, so it’s a perfect solution for when the client doesn’t want to run wires through the building. You just fit them to the doors, test the devices and that’s it. We install one unit in around 30 minutes which means an engineer can install up to 16 units a day.

That relates to good profit for us as we make money from both the sale of the product and from the installation. It also means in subsequent years we have an opportunity to carry out the maintenance and servicing of the product. Clients love the product and we have seen a steady increase in sales, especially to the care home sector.”

Alister continues “We have sold hundreds simply because Freedor is a unique device which offers a door closing solution that was not previously available and fits many of our clients’ situations. Whenever we are on site, either carrying out a risk assessment or installing



a fire alarm system, and we see a door that could benefit from Freedor, we automatically recommend the product. There is potential for growth in the market and demand for Freedor is increasing. It’s a good income source for us.

The outcome

- Increased business opportunities which complements the services they provide
- An additional income source from product sales and installations
- On-going income source from service and maintenance of the product
- A mutual and strong working relationship with Fireco
- Great technical backup from Fireco, should it ever be needed.

Freedor continues to be a profitable product for ARMA Fire Safety Ltd. They also benefit from a long-standing working relationship with Fireco that they can rely on.

“We gladly do business with Fireco as they are a great company to deal with. I cannot fault the support, guarantees or delivery and they have always given us technical back up when we need it. The technical department is friendly and knowledgeable.”

“If I call up Dave Campbell he is always very helpful. He’s always been first class with answering any of my queries. There is no sitting around waiting for units or replacement parts to arrive. Everything about Fireco, the people there and our working relationship is 100%. Long may it continue.”