



Leading the way  
since 1985





What our customers say...

*"SWS UK are a clear market leader for physical security product innovation."*

One of our two production units



## Property protection systems and automatic roller garage doors.

SWS UK is a leading manufacturer of physical security products, garage doors and awnings. Understanding market needs and demands has been key to our success, we are always striving to offer the best products with the highest level of service both during and after the sales process.

Established in 1985. With a work force of just over 100 we are very proud to be a British manufacturer and with all of our processes under one roof our customer service is unrivalled as we can look after all orders personally from start to finish.

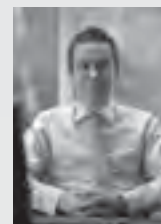
With an in house research and development team we are able to continually refine our product range ensuring ours are always at the forefront of technology. In addition to enhancing the existing range, there is also a focus on developing new lines, many of which have been industry firsts. We are particularly proud of our Loss Prevention Certification Board (LPCB) and Police approved 'Secured By Design' products and have the most comprehensive range available from any security manufacturer.

In 2008, SWS UK became part of the FTSE 100 CRH Group which has brought many tangible benefits to both SWS UK and our trade distributors. With the backing of CRH Group,

SWS UK has been able to gain knowledge and experience from its European sister companies and work with them to mutual benefit. An example of this has been the introduction of the Lakeland Awnings range.

The end of 2011 brought the end of an era and the founder and Managing Director of SWS UK Andrew Dootson retired from his role. With Colin Reoch appointed as the new Managing Director, another exciting chapter in SWS UK's history begins.

From modest beginnings and a seed of an idea in 1985, SWS UK has grown to be market leader in its field. Our product innovation, ability to diversify, be flexible, to never become complacent and an unrivalled level of service and support has allowed us to stay there. I am delighted to be leading SWS UK from 2012 and know that through working together with you to see how we can best help your business, both of our futures will be bright.



**Colin Reoch**  
Managing Director

# Product Family Tree



**SeceuroGlide**  
Garage Doors

- SeceuroGlide Roller Garage Doors**
  - SeceuroGlide | Excel Roller Garage Doors
  - SeceuroGlide | Compact Roller Garage Doors
  - SeceuroGlide | Manual Roller Garage Doors
  - SeceuroGlide | LT Roller Garage Doors
- SeceuroGlide Sectional Garage Doors**
- SeceuroGlide Vertico Garage Doors**

**SeceuroShield**  
Physical Security

- SeceuroShield Shutters**
  - SeceuroShield | 150 Built-In & Built-On Security Shutters
  - SeceuroShield | 38 Built-On Security Shutters
  - SeceuroShield | 60 Built-On Security Shutters
  - SeceuroShield | 75 Built-On Security Shutters
  - SeceuroShield | 77 Built-On Security Shutters
  - SeceuroShield | 3801 Insurance Approved Security Shutters
  - SeceuroShield | 7501 Insurance Approved Security Shutters
  - SeceuroVision | 38 See-Through Shutters
  - SeceuroVision | 75 See-Through Shutters
  - SeceuroVision | 800 See-Through Shutters
  - SeceuroVision | 900 See-Through Shutters

**SeceuroShield**  
Fire Protection

- SeceuroShield Fire Protection**
  - SeceuroShield | Fire Protection
  - SeceuroShield | Fire Protection
  - SeceuroShield | Fire Protection

- SeceuroShield Gates**
  - SeceuroGuard Retractable Security
  - SeceuroGuard Insurance Approved
  - Xpanda Deterrent Security
- SeceuroShield Bars**
  - SeceuroBar Removable Window Bars

SeceuroFire  
Protection

SeceuroFire  
Flame Curtain

SeceuroFire  
Flame Shutter

SeceuroFire | 60  
Flame Shutter

SeceuroFire | 120  
Flame Shutter

SeceuroFire | 240  
Flame Shutter

SeceuroFire | 1000  
Retractable Security Gates

SeceuroFire | 1001  
Retractable Security Gates

SeceuroFire  
Products

SeceuroFire  
Bars



SeceuroDoor  
Industrial Doors



SeceuroDoor  
Industrial Doors



SeceuroDoor | 75  
Industrial Doors



SeceuroDoor | Insulated  
Industrial Doors



SeceuroDoor | Speed  
Industrial Doors



Lakeland  
Awnings & Patio Roofs



Lakeland  
Awnings



Lakeland  
Piazza

## Marketing material

**Product Brochures** – With an overview of each of our product ranges, our product brochures are designed with your customers in mind. Giving a good level of information and images, it allows you to introduce your customers to our range with ease.

All of our product brochures are available to download online at [www.sws.co.uk/downloads](http://www.sws.co.uk/downloads)

**Data Sheets** – Need more information on a specific product? Our new data sheets give more in-depth information on a product by product basis.

**Technical Sheets** – The highest level of detail on our products designed with you in mind. Our technical sheets should give you the tools you need to offer expert advice and guidance.

**Branding Assets** – We've put together a comprehensive branding library to help you get the most out of SWS UK. Download our new brand guidelines, company and product logos, advert templates and photography at [www.sws.co.uk/brand-assets](http://www.sws.co.uk/brand-assets)





What our customers say...

*"We choose SWS UK because their service is always excellent."*

A dedicated account manager to help and assist with the day to day running of your account

## Distributor Network

### What to expect.

SWS UK are exceptionally proud of our national network of distributors and work with them all individually to offer a service that meets their business needs. As an SWS UK approved distributor, you will be allocated an internal account manager who will be on hand to help with the day to day running of your account and provide advice and guidance. You'll receive regular visits from the regional sales manager for your area who will, with their expert knowledge, help you to grow your business through assistance with marketing, choosing the right products and working with you in any areas where you might need assistance.

- ✓ Full training on all our products
- ✓ Training on the job with our onsite assist fits
- ✓ Expert guidance on how to survey and order products
- ✓ Full marketing support with brochures, data sheets, technical guides and online ordering
- ✓ SWS UK will never sell directly
- ✓ Leads generated for your area passed directly to you
- ✓ Never turn down work again with our survey and fitting service

### What is expected of you.

As an approved distributor of SWS UK products we would expect that you attend a training session to suit the needs of your business. This may be carried out by your regional sales manager at your premises or by visiting us here at Claughton. We are here to help and if you feel we could do something better or differently we welcome you to share your ideas with us.

NATIONAL  
DISTRIBUTOR  
NETWORK  
of approved distributors  
THROUGHOUT  
THE UK



# 10 REASONS to choose SWS UK

- 1 Best Price Promise, with no hidden costs guaranteed
- 2 Sales and technical support across the whole of the UK both by an internal Account Manager and Regional Sales Manager out in the field
- 3 Flexible delivery service
- 4 Online ordering facility and distributor resource centre available to all trade customers
- 5 A range of quality literature and marketing materials
- 6 Out of hours technical support number available 24hrs a day
- 7 Complete service including support with surveys and installations
- 8 In house research and development team, constantly updating and improving products
- 9 Quality long lasting products, CE marked and many independently tested by the LPCB
- 10 An established business for over 25 years, supported by a worldwide group. With one of the most comprehensive selections of products available

## Online Ordering

Our 24/7 online ordering facility makes it easy for you to order our products – what ever the time of day.

Our online ordering system makes ordering as easy as a few clicks. With the quick and easy format you are able to order our SeceuroGlide Roller Garage Doors, Shutters and Security Gates in a few simple steps. The area is username and password protected and allows you to reorder products, keep a note of regular delivery addresses and all of your orders are available to see at a glance.

As the order progresses through our system you are sent regular updates to keep you informed. It also means ordering can be done 24/7 so if you have an early start or late finish you can place orders anytime and be certain the order is in our system and being actioned.

## SWS UK Ltd

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e: [info@swsuk.co.uk](mailto:info@swsuk.co.uk) w: [www.sws.co.uk](http://www.sws.co.uk)



## Website

As well as brochures, point of sale and marketing materials, SWS UK has an expansive website and online distributor resource centre. Continuously updated, SWS UK's clear and easy to navigate website is your one stop shop for product information, technical updates and company news. Plus, as an approved distributor you will also have access to our online resource centre. Exclusively for distributors, you will be informed of our latest offers, have access to electronic copies of all our brochures, price lists, order forms and technical documents as well as having full use of our online ordering facility. **Take a look for yourself at [www.sws.co.uk](http://www.sws.co.uk)**