



**FIRE & SAFETY WA**

**CREATIVE FirstRESPONSE SOLUTIONS**

**CAPABILITY STATEMENT**

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## **Introduction**

Fire & Safety WA is an ISO9001 certified Australian owned and operated business that was established in 2007. Since the beginning we have provided a wide range of Firefighting and other First Responder products, all of which are supported with excellent service. We are dedicated to meeting the needs of our customers in Western Australia.

Currently our customer base consists of several local Government entities, all the large Resource companies, other Mining companies and a group of Resellers. We are also pursuing a strategy to compete in the Fire Contractor market with Fire Extinguishers and Fire Detection Systems.

Our Landsdale facility consists of twin units, each having two storeys comprising office space and a high bay warehouse. One unit has a purpose-built clean room to assemble fire detection and emergency warning panels and incorporates our fire extinguisher recycling area.

## **Our Vision**

We, at Fire & Safety WA are the distributors of nationally recognised, high quality products and services. We commit ourselves to offering Creative First Response Solutions with an energy that reflects our belief in all that we do. We will consistently provide solutions that meet or exceed the requirements and expectations of our customers in a timely and professional manner.

We will adapt to the changing needs of our customers and answer their needs with creative, value for money solutions.

We will offer our customers professionalism, integrity, product knowledge and unrivalled service. We will build and maintain close customer relationships to ensure best possible outcomes. Our processes will be subjected to continual review and improvements made to achieve best practice and maximum efficiency in all that we endeavour.

## **Our Experience**

Fire & Safety WA is owned by our Directors, Paul and Kenlie Williams, who have decades of industry and management experience. Our sales professionals have all held sales manager and customer service positions.

## Our Objectives

1. Continue to offer excellent products and service in a timely and professional manner.
2. Provide our customers with unparalleled service.
3. Promote Fire & Safety WA as **CREATIVE FirstRESPONSE SOLUTIONS**.
4. Introduce and promote **FirstRESPONSE** brand and initial product range.
5. Develop and implement a new website with online shopping.
6. Maintain ISO9001:2015 operating standards.
7. Build our staff's product knowledge.
8. Build and strengthen relationships with current, new and prospective customers.

## Our Products

Our wide product range is unmatched within the industry. We stock and promote well-known brands including Akron Brass, Ansul, DLX, Mercedes Benz, Oliver Boots, Pacific Helmets, Pelican, RESQTEC, Scott Safety, VESDA and Vigilant.

Our products groups are;

<b>Ansul</b>	<b>Fire Extinguishers</b>	<b>FireFighting PPE</b>
FireFighting Agents	Portable	Apparel
<b>Emergency Response</b>	Mobile	Footwear
Breathing Apparatus	Accessories	Helmets
Rope Rescue	Fire Blankets	Gloves
RESQTEC	<b>FireFighting Equipment</b>	Protective Eye Wear
Rescue Equipment	Adaptors & Fittings	General PPE
Shelters	Foam Delivery	<b>FireFighting Tools</b>
<b>Fire Appliances</b>	Hose Reels	Eflares
Slip On & Trailers	Hoses	Hand Tools
Light Attack	Hydrants	Jerry Cans
<b>Fire Detection</b>	Monitors	Stowage
Fire Detection Systems	Nozzles	Torches & Lighting
Emergency Warning Systems		
VESDA		

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## **Our Customers**

Fire & Safety WA has a sales team that directly promotes to our large number of customers including government agencies, large resource companies and fire contractors. Our customer base includes some major identities such as BHP Billiton, Chevron, ConocoPhillips, Fortescue Metals Group, Rio Tinto and Woodside. Our customers also include various Government and semi Government bodies including WA Department of Fire and Emergency Services, Local Councils and Volunteer Groups.

## **Our Core Competencies**

**Convenience** - Customers can walk out of our facility with all the products they need. A speedy courier service is also available.

**Inhouse Capabilities** – We customise fire detection and emergency warning panels at our premises. Recently our fire extinguisher recycling area was commissioned. We offer a highly organised and efficient warehousing system.

**Quality & Reliability** – We only provide reliable, quality products that perform to our customers' expected standards.

**Promotion** – We create strong marketing material and actively promote our products via online campaigns, our website and one on one meetings.

**Selection** - Providing a range of creative and time/cost saving product solutions not currently available from competitors in the market.

**Service** - Our business provides better service than competitors.

**Technical Support** – Telephone and onsite technical support is available 24/7.

## **Our Future**

Fire & Safety WA has a bright future. The company's ability to adapt to the changing needs of the various sectors of the community and to answer those various sectors needs with creative value for money solutions will ensure our success and continued growth.