

# Phoenix create new markets whilst still future-proofing customer interests

» **LOCKSMITH JOURNAL'S** Editor, Stephanie Wright recently visited Liverpool based, Phoenix Safe Company to chat with the company's managing director, Daniel Thompson about how the business had evolved more so over the last few years; developing its product offering to cater for its existing and new markets, future-proofing its marketing initiatives to protect its customer's interests and the passion the business has on ensuring it promotes the highest standard of products to the market.

Phoenix Safe Company is one of the oldest UK manufacturers of safes and security products and can trace its history back to Liverpool in 1799. At that time, it was known as the Richmond Safe Co. Ltd., and was supplying the maritime trade between England and the United States with iron banded or iron clad wooden strongboxes and seamen's chests.

In 1986, the latest incarnation of the business took place with the formation of Phoenix Safe Co. Ltd. The business then had the idea to cater for the emerging technological market and during the early 80's a new design concept was created in the form of a fire resistant safe, which would be able to protect technology data and information.

Demand grew, and towards the end of 1987 Phoenix's management team took the decision, in order

to produce a more cost effective range of safes, to transfer part of the manufacturing from its UK operation to Korea, under the guiding eye of the company's UK production team.

Managing Director Daniel Thompson whose father was one of the previous owners and managing directors of the business, advised on the business past and future:

"In those early days as Phoenix Safe, the company specialised in the protection of vital data for paper and computer media, our fire resistant safes are some of the most widely used across the UK and Europe, with a life-time after the fire replacement warranty, the safes are designed to hold and protect irreplaceable media against fire at temperatures in excess of 1000 degrees centigrade.

"With the range concentrated on fire protection, we become recognised as a brand leader in this area, developing a strong sales channel through the office equipment dealer network and computer supply specialists.

With a need to expand the company further we embarked on the development of a range of small domestic type home safes and light weight, high security graded safes, which we have been developing and expanding over the last 20 years.

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In August 2014, the management team completed a buyout of the European arm of Phoenix Safe Ltd., from the original owners - John Thompson and John Solomon. As part of that deal, they also purchased the entire interest of Security Express Ltd, which although not owned by Phoenix Safe, did have some common shareholders.

With new investment in place the new team set about developing and expanding the range of products. In phase 1; all security certified safes had an upgraded to ECB.S certification, a brand new range of small domestic safes designed and many of the Security Express products merged in to the phoenix range. Phase 1 launch with a new catalogue in July 2015.

Phase 2 of product development started almost immediately with the development of more deposit safes, upgrades to some of the fire safes ranges and improvements to the key cabinet ranges. Phase 2 completed recently, and culminated with the launch of the new catalogue in July 2016, along with brand new website, E-catalogue and downloadable app for Apple and Android devices.

Daniel continues: "Whilst developing our products we have also looked at marketing initiative which aid not hinder these sales and have created a new catalogue concept designed exclusively for our retail dealer network. This uses the Security Express branding, with exclusive product codes that cannot be searched for through the internet to find the cheapest price.

"It also, allows the retail dealers to promote the product and give their vast knowledge to the customer, without fear that they will simply go and purchase from the internet once armed with the valuable knowledge pasted on by the dealer.

"All Security Express correspondence will comprise of this coding, helping our retail dealers to have confidence that should they being doing all the hard work in creating a sales lead, they are going to be the one who supplies the user. Historically, this



has created problems in particularly when selling through catalogues or online and we wanted to assure our customers that we were fully supporting their efforts through our own marketing.

"From 1st July, we also revised our delivery services to support our customers by the option of offering next day delivery on safes weighing between 56kg and 100kg door to door. This move helps cater for our expanding range."

Today, Phoenix operates out of three main sites in Europe - with office and distribution centres in UK, Germany and France and is able to cover over 70% of Europe within a five-day shipping time. In most areas they can also offer next day service.

The business now proudly claims to be one of the world's leading manufacturers and distributors of a wide range of high-tech, state-of-the-art safes; suitable for a range of applications - from residential to commercial security.

Daniel commented: "Phoenix Safe Company has built its reputation on its commitment to be able to supply a range of products which create the right solution for customers. Producing products which have been created out of a technically stable and trustworthy design has

enabled the business to progress and develop new products, creating new markets for us.

"Quality and the standard of which our safes perform has always been at the heart of our business and in order to compete in today's market we know we have to ensure that our products are tested and certified to the highest accredited standards available in the marketplace.

"Phoenix's safes are manufactured to deal with an assortment of needs from both domestic and commercial customers. Tested to European EN1143-1 security standard ECB.S Certified our high security safes carry a recommended cash cover from £6,000 to £100,000. The safes also carry the highly regarded Police initiative - Secure by Design stamp of approval and AIS, giving Locksmiths further confidence when promoting the range to their customers.

"We are well aware that Locksmiths are constantly competing with the likes of B&Q and other major retailers keen to supply a basic safe model - lulling consumers into a false sense of security that the product is up to a standard required. These products have been sourced and supplied for the sole reason of their low cost, not their ability to do the job.

"Phoenix has developed a low cost range of domestic safes but with the added security of anti-bounce/tamper solenoid and the convenience of led internal lighting, this coupled with the full backup service of Phoenix mean our dealers can sell with confidence

"Phoenix Safes Company will continue to develop its products and services through its distribution networks, and will be announcing more initiatives over the months which follow." Daniel adds.

Phoenix Safe Company produce and supply a comprehensive range of security locking devices alongside its core line safe products, including; filing cabinets, key storage units, mailboxes and cash boxes.

*'Quality and the standard of which our safes perform has always been at the heart of our business'*

**Visit Phoenix Safe Company at this year's Lockex, Stand 47  
[www.phoenixsafe.co.uk](http://www.phoenixsafe.co.uk)**