



Fifth year of double digit growth on the cards for Nice UK

■ New approach paying dividends

NICE UK is forecasting a fifth consecutive year of double digit growth founded on new resources; product development and more personnel.

The company has spent the past 12 months building its 'backroom' to sustain its targets for 2017.

These have come in the form of more sales personnel and investment in a hi-tech training centre.

'We have upped our presence in the marketplace and become a far more pro-active organisation,' said Ian Alderson, managing

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The Nottinghamshire headquarters have undergone extensive changes with Nice UK

concentrated on making better use of its facilities. Alterations have been made to both storage and administration offices, although the biggest investment has come with the new training room.

Alongside of this the company has appointed more personnel in its field based sales staff. With the latest recruits, the company has strengthened its external staff in all areas - the West Midlands; Scotland; the South East and North West.

'It is essential for us to have face-to-face contact with our markets,' said Alderson. 'Technology may give you contact, but that personal interaction is of the utmost importance in retaining customers and building relationships with new customers.'

'We need to know direct from our customers their thoughts about products; requirements and whether we are meeting their expectations. All form part of how Nice UK is perceived and that is important in maintaining our brand awareness.'

Open days have allowed



the company to 'show off' its new training facility and already the company has found itself involved in assisting with the staging of DHF automated gate diploma safety training courses. Time was taken in designing the facility with product display centred on hands-on experiences. Alongside of this there is a separate lecture room for technical training.

'It's not all about us, but about giving something back to the industry. This facility is now playing a part in helping the industry to be safer and that's important. It also shows how important we feel gate safety is and how we approach it. All of our engineering is geared towards safety and always will be no matter what.'

'Our open days proved to

be exceptionally well received and we are intending to open the doors again in February so people can see what we are all about.'

Three dates have been set for next year for the DHF courses which are still attracting attendees - each was fully booked within 48 hours of registration.

Product development continues to be focused on the Nice hi-speed motors and further options are expected to be launched during the coming year.

'Speed is top of the customer list. Customers want faster, safe operational devices and that's where Nice has concentrated its engineering development. The latest motors have certainly boosted sales and will do so in the future as we progress' ■

