

Next day delivery in the UK!

Is your customer's vehicle off the road? Do they need a replacement lightbar or beacon for fit tomorrow, but you have none in stock? Who can help?

Health and Safety is always a priority when working on the road. The Department of Transport provides a recommendation for a safe standard of work for all works vehicles stopping on the highways:

'...any vehicle stopping on the highway for works purposes or inspections shall be equipped with either a roof-mounted amber warning light bar (comprising at least two independent light sources) or two independent roof-mounted amber warning beacons, visible through 360°.'

05.3.1 Chapter 8, Traffic Signs Manual 2009, Department of Transport

This code of practice has been widely adopted by UK authorities, bodies and organisations responsible for all types of roads and is seen as an essential health and safety recommendation by many fleets.

**for set quantities, please refer to stocked items list (included in mail out)*

As a distributor you will want to be able to respond quickly to your customer's health and safety requirements and get their vehicle back on the road without delay.

Vision Alert, Delta Design and Lucas aim to deliver next day in the UK on qualifying items* under the new Vehicle Off Road (VOR) scheme when you order before 3pm. Whether you need a simple beacon, directional lighting or a lightbar, we will make sure that our most popular items are in stock and ready to despatch that same day. Order these essential warning and safety products through us and get your customers back to work quickly and safely.



STOP PRESS

ECCO Group CEO retires



• Ed Zimmer.

Ed Zimmer, CEO of ECCO Group has announced his decision to retire so that he can spend more time with his family.

The guiding hand of ECCO Group since 1985, Ed has been synonymous with the Group and his decision will truly mark the end of an era.

Ed commented, "I have very mixed emotions. I will miss my many friends in the company and in the industry, but I am very excited to focus on my family, friends, and somewhere in the future, new interests."

Chris Marshall, MD of Vision Alert stated, "Whilst I am

personally delighted for Ed that he can now devote time to his family, I am also sad to see Ed depart and will miss the support he has given Vision Alert over the years".



You wanted, we listened...

Vision Alert & Delta Design accounts to merge

➔ You wanted an easy ordering and delivery service.

We have listened to your concerns about having to order Vision Alert and Delta Design products under separate accounts. As a result we are now planning to merge Delta Design and Vision Alert accounts for all

customers who currently have both accounts set up. These customers will be able to order all of the Delta Design and

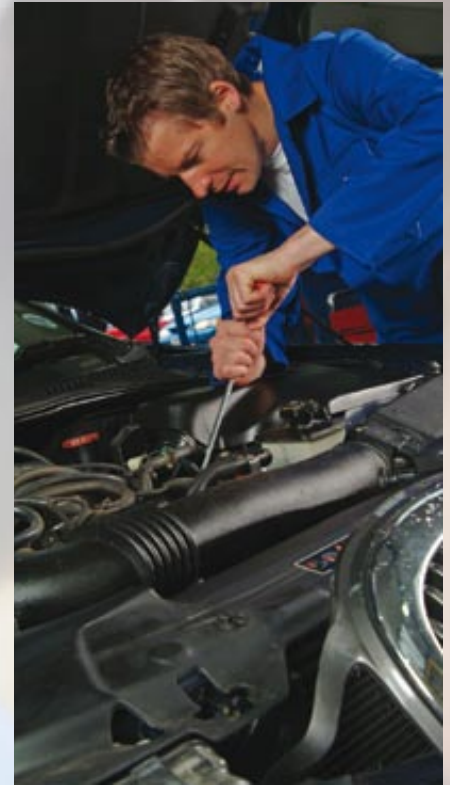


Vision Alert product ranges on one order number, regardless of quantity. This will significantly reduce delivery, payment and administration costs and make ordering our products easier than ever!

The proposed change will take effect by the end of the year and any changes to account numbers will be communicated to you so you can order both

brands under one account as soon as possible. Speak to your Sales Representative if you have any concerns.

Service partners



Better customer service

➔ You wanted access to more technical information on our product range.

We now have a dedicated Technical Support Engineer to answer any of your complex questions on fitting and wiring, provide you with specialised technical information and drawings and even advise

on the best product purchase for the application. Working closely with Customer Services our Technical Support Engineer will make sure that you and your customers can get the right answer right away.

If you have any technical questions please email technical@visionalert.com or technical@deltadesign.co.uk

➔ You wanted to boost your business opportunities.

We are constantly trying to find new ways to maximise our offer to the end user and boost our distributors' sales. As Vision Alert and Delta Design products are often specified by local and national organisations that don't have the capability to fit the product in-house, we are introducing a new Service Partner scheme to provide a centrally agreed fitter service.

A list of distributors capable of providing a fitting service and our agreed national rates will be presented to Fleet Managers as part of any specification proposals. This approved fitters list is sorted by county to make sure that any fleet that specifies our products is assured an easy to find local service. Service Partners will also be nominated as our authorised warranty repair agents, giving Fleet Managers a tempting all round service.

If you are interested in the Service Partner scheme please contact your Sales Representative.

➔ You want to speak to a 'real' person rather than ploughing through a series of options on an automated system.

We employed a full time receptionist to answer your call and personally ensure your call is dealt with quickly and efficiently.

And we have now employed two new Customer Services Representatives. A big welcome to Coraline Bonneau and Jennifer Dent who are now working on our European and Export accounts.




• Coraline Bonneau



• Jennifer Dent

Supporting our partners to win more big contracts

 You wanted more business. In the past year, we have helped many of you win big contracts.


These are difficult times for everyone at the moment, but we know that our strength lies in developing our distributors' businesses. Working closely with local distributors our products have been newly specified on many major contracts throughout the UK, growing both the distributor's business and our own. If you are interested in boosting sales of Vision Alert, Delta Design or Lucas products, talk to your Sales Representative about local opportunities.

Transport for London is a winner for local distributor

Getting Vision Alert's products specified by large fleets has already benefitted many of our distributors. When Transport for London were looking for safety and warning lights for their new fleet of environmentally friendly Honda Hybrids and Modec Electric CVs Vision Alert were able to work with a local distributor to win the contract. With environmental issues at the forefront of everybody's minds, Vision Alert's low power consumption technology was a winner. So far, Transport for London has specified the 15 series lightbar, 60 series xenon lightbar with 4 LEDs and even the compact LED beacon for their Honda Electric Motorcycles. The contract has proven invaluable both in immediate business and in getting both Vision Alert's and the distributor's name associated with the big players. Good news all round.



Point of Sale


 You wanted new display options for Vision Alert products.

We have created a bright new point of sale stand for your shop floor that will really stand out. Free with the purchase of display products, the new point of sale stand is made out of modern recycled materials and can be fully wired up to show the products at their best.

Speak to your Sales Representative for more information.



More promotions

 You wanted more special offers.


To help you fight the credit crunch, we will be offering special promotional prices across our range. We have already released a series of market specific promotional leaflets.

Our hugely successful **reversing sensor promotion** offered you the heavy duty reversing sensor kit, with a unique robust die-cast metal housing and wireless connection, at a very competitive price together with 10 free back-up alerts for every unit sold.



Our **recovery bar promotion** was a hit in Professional Recovery Magazine starring the new all LED ECE R65 Halo™ bar specifically designed for recovery operators and a free first aid kit. Look out for more promotions in the coming months!

More sales leaflets

 You wanted more ways to sell our products.

We will be producing a series of sell-out sheets for Vision Alert products from November 2009. These standard sell-out sheets are customisable with your logo, address details and pricing. We can also offer a good rate on print or you can print them in-house. Please contact your Sales Representative for more information.





NEW PRODUCT • NEW PRODUCT • NEW PRODUCT • NEW PRODUCT

NEW Heavy Duty CCTV Monitor

Available January 2010

Specifically designed for heavy duty applications, Vision Alert's robust 7" TFT LCD monitor is a resilient IP66 rated, perfect for the tough all-weather environments of the mining, construction and material handling industries. The built in quad control box function keeps wiring to a minimum whilst supporting up to four cameras with a selectable single, split and quad view.



NEW Wireless CCTV

Available December 2009

Fitting CCTV kits to vehicles with separate moving sections or a very long base can be time consuming and potentially problematic. Avoid trapped and unsightly wiring with Vision Alert's new wireless CCTV kit. With a wireless frequency of 2.4GHz the new kit has been proven to be reliable with very little interference and a clear picture even up to a distance of 15m on a vehicle. Potential applications for the new wireless kit include refuse trucks, long base HGVs and any vehicle where easy fit is important to the end user.



NEW PRODUCT • NEW PRODUCT • NEW PRODUCT • NEW PRODUCT

NEW Extended 15 Series Halo™ Range

Available December 2009

Six new lightbars will be added to the popular 15 Series Halo™ lightbar range in November 2009. The lightbars are packed full of LEDs to give the brightest all round coverage, including new linear Halo™ modules that use the same high output LED technology as the already successful Halo™ series corner and ring modules. Available in 590mm, 980mm and 1240mm in 12 and 24V with ECE R65 in blue the new Halo™ bars are a bright bar at a bright cost. Look out for information on the extended range in the coming month.



NEW PRODUCT • NEW PRODUCT

NEW LED Stop / Tail / Indicators

LED technology has transformed our warning and safety products. We have now added a NEW LED stop/tail/indicator to our range so you can now order a fully LED lightbar to give you the maximum light output at a very competitive price. The new stop/tail/indicator features 16 LEDs and at 83mm diameter outputs a high intensity light. Available for all lightbar ranges, just ask Customer Services or your Sales Representative to spec your fully LED lightbar.



NEW PRODUCT • NEW PRODUCT

NEW High Profile Beacon

For some applications bigger is better. At 200mm in height the new high profile rotating beacon is highly visible, even on top of the highest commercial vehicles and trailers. The Amber, Red and Blue, 12V, 24V and dual voltage options are now available. Call to order yours now.

VA part number: 100.580 (Amber)
Lucas part number: LBB000A (Amber)



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Dealer Stamp



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