

Rolling Center builds hub not just for today but the future



FIFTEEN YEARS ON AND ROLLING CENTER IS ENTERING ONE OF ITS MOST SIGNIFICANT YEARS WITH THE COMPANY NOW SHAPING INTO THE OPERATION THAT HAD ALWAYS BEEN THE VISION OF 45-YEAR-OLD MANAGING DIRECTOR SIMON SMITH.

'We are an independent company that has built its reputation around supplying quality products and excellent customer service. Without this move that was in danger of being compromised,' said Smith.

Significant annual increases in turnover had meant that the company could no longer operate effectively within the restrictions of its Hunslet facility on the outskirts of

Leeds where it had been for 15 years and Smith knew that his search for a new base had to end in success.

'It took me two years to find the new premises. It needed to be right and there was just no point in jumping quickly to get a quick fix. We needed a place that was big enough with the opportunity to grow even bigger,' he said.

Never has a truer word been spoken as a new mezzanine floor was installed within weeks of Rolling Center moving on to the new Whitehall Cross site.

'That now makes the warehouse space three times bigger than our previous space. It's all about stockholding and ultimately availability of products for customers. We have to have

stock immediately available in today's business environment and we needed to have the space and support to back that up.'

The inclusion of a spacious trade counter plus a large product demonstration room and dedicated testing area are examples of that support.

'We now also have a 20-seat training room which is ideal for either one-to-one technical advice, customer training courses by our key manufacturers or the DHF for its gate safety diploma courses. It also means we can train all our staff on products and this has raised the level of product knowledge across all of our staff, not just our sales and technical teams. It's all about investment in the customer whether they



come through the door; call or order online.'

Further investment will come in the shape of an external sales manager who has given Rolling Center its first on the road presence.

'This is the next step for us. Even with all of today's many platforms- and we invested in a brand new ecommerce website for our trade customers last year - a company needs face-to-face communication.

'That's why we have invested so heavily in an enlarged trade counter and a product demonstration room. We have to keep talking to our customers. That way we find out how their businesses are changing; what their requirements are; what changes they are seeing in the market. We have to know our customers as well as they know us. That gives us an indication on what stock we need so we can continue to deliver to our customers expectations'

This year's Rolling Center catalogue details over 2,000 different products and includes over 70 new additions.

'Those products have been added because of demand and also because we have researched and sourced the best quality products. As always we have gone that extra mile. We take time to source new products and thoroughly research before making a decision because our

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SIMON SMITH, ROLLING CENTER

reputation depends on it. We have also worked closely with Rolling Center Italy to develop new gate hardware products in response to customers' requirements.'

This has led Smith to take on the UK distributorship of the French manufacturer La Toulousaine aluminium gates.

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While the new Rolling Center hub is evidence of the company's growth, it is also an example of how the company has progressed as an independent supplier of gate hardware, access control equipment and electric gates, as well as the new La Toulousaine brand.

'Our independence has given us the freedom to concentrate on quality of product and servicing the customer. There is no in-between for us' ●

