



Rolling Center move triples warehousing size to up stocks

Company makes major investment

ROLLING CENTER'S RELOCATION FIVE MILES FROM ITS HUNSLET BASE TO A NEW BESPOKE FACILITY HAS TRIPLED THE SIZE OF ITS OPERATION TO SUPPORT THE GROWTH OF THE COMPANY.

The new premises has enabled the Yorkshire company to increase stock levels by over 25 per cent, as well as introducing new product lines, including a range of aluminium gates.

'In the last three years we have undergone unprecedented growth,' said Simon Smith, managing director of Rolling Center. 'This was just not sustainable in our old premises and it took two years to find the new Whitehall Cross site in Leeds.'

Rolling Center has just celebrated its 15 year anniversary and in that time the company has cemented itself as a major gate hardware and gate

automation supplier in the region.

'The new centre takes us another step forward with more stock and space to offer our customers so much more. We have become a major supplier in the region and this move enables us to take on a greater national presence in tandem with our newly designed trade website.'

'As a nationwide independent distributor of gate hardware, gate automation and access control products Rolling Center offers expert, independent and impartial advice across their extensive range of products thus giving the installer the most informed advice for their installations,' he said.

Customer service levels have always been core to Rolling Center's business and Smith has grasped the opportunities the new unit offers by increasing the size of the trade counter; fitting out a new bespoke training

room and extending customer options.

'Yes, our counter now has a much more product on display and gives us the chance to offer customers an entirely different experience. They are able to see the products in detail and gain guidance from qualified staff who have many years of installation experience.'

'It's important in our business. It's a very hands on market and they need to know how things work before purchasing.'

Click and collect services have also been added via the new ecommerce website and the specially designed training room will enable the company to extend its specialist training, as well as provide facilities for the DHF automated gate group diploma courses and dedicated training from key manufacturers.

'Our willingness to offer one-to-one training and technical guidance has proved to be extremely popular and we see that growing,' said Smith.

Investment has been made with the company's website to make it easier for customers to order online with bespoke trade pricing. This is set to develop even further in the coming months as Rolling Center looks to extend its market penetration around the UK.



'We have become a major supplier in the region and this enables us to take on a greater national presence along with our newly designed trade website'

SIMON SMITH, ROLLING CENTER

While allied to Rolling Center SpA in Italy, the company cherishes its position as an independent supplier of gate hardware; access control equipment from leading brands; electric gate equipment and now aluminium gates.

Smith has linked with French manufacturer La Toulousaine to take on the UK agency for the range which is a leading manufacturer in Europe.

'Demand for aluminium gates is growing and La Toulousaine has more than 60 years' experience in this field with excellent quality products in a variety of options. They have the manufacturing expertise and offer both attractive

designs, as well as being robust and durable which is guaranteed with a 10 year warranty.

Unique to La Toulousaine's gates is the patented meca'clav® assembly system designed to offer superior stability and strength without altering the design of the product.

'Being an independent supplier gives us the freedom to identify the best products; test them thoroughly and then bring them to market. This and our customer service are the major factors in our success over these past years and will take us forward into the future,' he said ●

