

Stocks of support

With over 7,000 product lines, Carl F Groupco has one of the largest ranges of hardware supplied to the UK's door and window market. But the company is much more than a distributor; it has strong credentials providing a wide range of services

The company's technical support is a key differentiator. Carl F Groupco doesn't simply have a catalogue of products that tick category boxes; they have a depth of knowledge about the hardware that they stock. Close partnerships are developed with the supplier manufacturers whose lines are featured in their range and they work closely with these companies receiving extensive product training and ongoing updates.

And it's not a one-sided relationship. Hardware manufacturers look to Carl F Groupco to provide input to product developments.

SmartSecure is an excellent illustration of Carl F Groupco's close working relationships with manufacturers and the company's technical competency.

The SmartSecure brand incorporates FUHR's multitronic 881 door lock and access control range, including the SmartTouch comfort. Carl F Groupco is championing roll out of this technology in the UK – to do this, the company works closely with FUHR drawing on a relationship that dates back to 1962. From the earliest days, FUHR's extensive range of locking solutions have been flagship lines in the Carl F Groupco catalogue.

FUHR endorses the partnership advising that shared values, history and strong technical competency mean that the hardware distributor is ideally placed to represent their organisation and to expand into new sectors, such as Smart Tech.

A fully equipped, interactive showroom at Carl F Groupco's UK distribution headquarters in Peterborough demonstrates the capabilities of the FUHR multitronic 881 door lock that is at the heart of SmartSecure solutions. All access control options are there including fingerprint recognition, transponder and keypad.



Richard Booth in Carl F Groupco warehouse



The showroom incorporates a video and training facility which enables Carl F Groupco to demonstrate its technical competency in the new generation technology.

Carl F Groupco believes that technical support is of vital importance to customers, and it is all part of the service for anyone buying hardware from the established distributor. There's no catch. The company firmly believes that technical support, including comprehensive knowledge of standards and specifications, is essential when giving a full service for fittings supply. Carl F Groupco recognises that responses need to be informative, accurate and fast to provide tailored solutions, which includes liaising with customers to establish objectives to ensure appropriate advice.

Delivery is also important to the company: the entire workforce is passionate about achieving an extremely high service level and there isn't a moment of complacency in any department. They know that your orders are the life-blood of your business. No corners are cut: if necessary, packaging will be specially

designed to ensure the safe and rapid delivery of products.

In summary, as Carl F Groupco expands in terms of the number of products offered, the new technology added to its remit including SmartSecure, the services it provides and the markets it caters for, it has never lost sight of its passion to meet the needs of each and every customer, no matter how large or small the order.

Every member of staff at the company recognises the importance of business retention and that much of this depends on the consultancy support provided that takes the company from a mere order taker to a service provider. □

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