



Fascia  
Graphics  
LIMITED

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## Case Study

### Background

Established in 1973, HAES Systems Ltd. is one of the leading independent UK manufacturers of fire detection and alarm equipment. The company's products have gained an enviable reputation for innovation, quality and reliability. All control equipment is produced at a facility, west of London, only a short distance from London's Heathrow Airport.

The company manufactures and supplies both analogue and conventional ranges of fire detection and alarm control panels. It also supplies a large range of accessory equipment, manufactured by other market leaders. These include smoke detectors, sounders, call points, door retainers and batteries.

HAES presently employs approximately 35 people and supplies well over 800 customers on an annual basis.



### HAES and Fascia Graphics

Doreen Gowing, Purchasing Manager for HAES Systems Ltd. had been aware of Fascia Graphics for many years but it was not until she visited the company's new factory in September 2006 and experienced first hand the high standards of processes and procedures that she considered changing supplier. She comments: "I was immediately impressed by the professionalism of Fascia Graphics. Attention to detail was evident throughout all of their manufacturing processes and procedures.

As Fascia also had more experience of the fire and security industry's than our incumbent supplier, and they could also provide considerable cost savings, we decided to place all of our business with the company."

The first product that Fascia Graphics worked on with HAES was an urgent order of 350 overlays for a product from the Excel range of Fire Alarm control panels. Despite the fact that the order required new tooling and colour matching, Fascia Graphics delivered all of the overlays on time in just three weeks.



**Doreen Gowing concluded:** "When you are a quality supplier to a niche market your brand image is hugely important. It was therefore critical that we worked with a supplier like Fascia that compliments our company's brand reputation for product innovation, quality and reliability."

With over a 20 per cent growth in sales for just the Excel range of Fire alarm panels in the past twelve months, HAES expects the range to continue its rise in popularity over the next few years.