

The Spark

September 2010

Product offer of the month

- 90min Fire Rated GU10 Fixed Downlight in Chrome Finish.
- Other models including tilt and IP65 shower versions are also available at amazing prices.
- All models also available in white finish.



**SPECIAL
PRICE**

to Electric Wholesale customers **£2.89**

The UK's Local CCTV Specialists

The Electric Wholesale team have recently completed CCTV training courses so are now able to offer advice on all CCTV related enquiries. For most contractors CCTV is something of an unknown quantity. We can now offer you the advice and support you require when quoting for CCTV work alongside your ongoing electrical installations. As of September all branches will stock a comprehensive range of CCTV products including PTZ, eyeball dome and vandal dome cameras, fixed and varifocal lenses and much much more.



The Spark becomes a bit Pricey!

As of October The Spark will be changing format. It will become an A5 publication that includes 1,000s of prices on all your everyday electrical products and will soon grow to be your best mate when it comes to pricing jobs. It will still include snippets of Electric Wholesale and industry news, along with plenty more unbelievable price promotions. Keep an eye out for your free copy coming soon.



Product Focus

160 RC Series - The Specifier's First Choice

The 160RC Series, Easi-fit mains powered smoke and heat alarms are Aico's highest specification range, especially so when coupled to the RadioLINK system. Designed for the specifier, installer and end user demanding the very highest standards of safety, performance and reliability. Almost all practical duty of care provisions are catered for. With no risk of casual back-up cell removal, the power supply is virtually guaranteed against any external threat to the energy supply. Risks of false alarms are minimised and installation costs are lower due to ease of installation and the all round quality of the outstanding 160RC Series.



Options in the range include:

Ei161RC Ionisation Alarm

Ei164RC Heat Alarm

Ei166RC Optical Alarm

Ei168RC RadioLINK Base Unit

160 RC Series Common Features & Benefits

Advanced suppression and calibration technology for reduced nuisance alarms and correct smoke sensitivity

- 10 year+ lithium cell back-up supply
- Hush button for false alarm control on all models - optical, ionisation and heat
- Separate mains and warning LEDs
- Precision charging circuit
- Low cell power warning
- RadioLINK & Modifire system compatible
- Easi-fit fixing system - reduces installation time and effort

- Large, easily identifiable wiring connections
- Multiple cable entries
- Mini trunking removable access door
- 5 amp relay mounting kit available
- Automatic circuit test every 40 seconds
- Multi-purpose fixings - for use on plasterboard, concrete or wood surfaces
- Comprehensive 5 year guarantee

For further information contact one of the Electric Wholesale team today.

Recession Proof

Read the newspapers and you'll be led to believe we're out of recession. For many of our customers it doesn't feel that way. We've been speaking to FD Solutions to get their top recession beating tips.

Good cash flow management is essential to the long term health of any business, particularly in the difficult trading conditions of the last two years. Here are eight tips for improving your cash flow from sales:

Assess your customer. Perform a credit check to find out how good they are at paying their bills and assess the risk.

Define your credit policy and stick to it. Set a credit limit based on the risk and define a process for collection - calls, letters, legal.

Get the documentation right. Make the invoice clear and include all the information necessary to assist payment. Do not give the customer a reason not to pay.

Know your customers. Build a relationship with decision makers - you might need them.

Have good management information. Know when invoices are due for payment and can measure how well the customer pays.

Chase your money actively. Do not be a soft touch and always call to chase the payment. Be firm and assertive, never rude or aggressive and get specific information on payment.

Watch for warning signs. Payment dates slipping and evasive answers? Reassess your risk and reduce your exposure.

Go legal. As a final resort use a debt collection agency or www.moneyclaim.gov.uk. Give notice first.

Remember, "Cash is King" and that running out of cash is the main cause of company failures. You are not in the business of providing a free source of finance for your customers.

FD Solutions
The flexible Finance Director service

RCD Safety Scheme to Save Lives

In a bid to reduce electrical accidents in the home, the Electrical Safety Council are launching "Plug Into Safety", a scheme designed to encourage people to fit RCD.

It is estimated that half of UK homes - approximately 13 million - have no RCD protection in their fusebox, which contributes to an average of one death per week from electrical accident in the home.

The scheme hopes to make householders undertake simple safety checks, at the same time as making electricians more aware of their responsibility to inform consumers of the importance of RCD. Phil Buckle, director general at the ESC, said "it's up to the industry to lead the way in encouraging householders to install RCDs and take basic safety measures so that UK families are protected from the potential dangers of electricity."

The ESC is compiling a toolkit for electricians to pass onto consumers. For more info visit www.esc.org.uk

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