

#ThinkSmiths

Smith's Environmental Products | Issue 4 | March 2019 | SmithsEP.co.uk



Campaign
School holiday
campaign for 2019

Case Study
Recently completed
Data Centre
refurbishment

Product Update
Sargasso Pro -
Radiant Panel with
a higher output

New Catalogue
New Catalogue update
for 2019

We're ready, are you?

As the heating industry gears up for the school heating replacement and refurbishment season (Easter and the Summer holidays) Smith's have developed an impactful campaign to demonstrate Smith's capabilities to meet the demanding requirements of Consultants, Contractors and Distributors

With a wide range of heating products suitable for school refurbishments as well as the promise to meet short lead times we are ready to meet the challenge to replace and refurbish school heating systems.

The campaign will be run across Social Media, print in selected publications and posters and flyers will be available as well as promotional activity in Distributors.

For more information on Caspian:
<https://smithsep.co.uk/catalogue/commercial-uv-ff-ext-fan-convectors/>

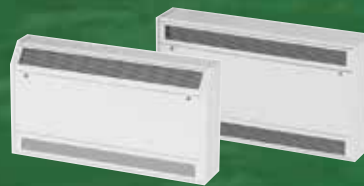
The school holidays are the perfect time to replace your old heaters with the Smith's range of **Caspian® Fan Convectors**



We're ready, are you?

Our dedicated technical team are available for free advice and a quotation on **01245 324900**

- Common variants are available from stock
- Easy installation and ongoing maintenance
- Industry leading five year warranty
- Manufactured in the UK



sales@smithsep.co.uk | SmithsEP.co.uk | [@SmithsEP_UK](https://twitter.com/SmithsEP_UK) | [#ThinkSmiths](https://www.facebook.com/SmithsEP_UK)

We're ready, are you?

Replace your old heaters with the Smith's range of **Caspian® Fan Convectors**
- Manufactured in the UK



SmithsEP.co.uk

We're ready, are you?

Replace your old heaters with the Smith's range of **Caspian® Fan Convectors**
- Common variants are available from stock



SmithsEP.co.uk

Case Study

Smith's recently completed the refurbishment of the cooling system at a large UK Data Centre

Using 196 Aegean Air Coolers (98 up flow and 98 down flow) to replace the existing products Smith's achieved an energy saving of up to 20%. The project was particularly challenging because of the very tight time constraints but also because of the requirement to minimise the changes in pipework and ducting. A challenge but Smith's were up to the task.

To find out more take a look at the Case Studies section on the Smith's website.



CPD Update

Smith's have developed a CPD in conjunction with CIBSE

Entitled 'An Introduction to Heating and Cooling using trench units' it is aimed at Consultants and contractors and discusses the issues that need to be considered when specifying and planning trench heating and/or cooling projects.

For further details please contact your local Smith's representative or the office on 01245 324900.

Space Saver Packaging

We have updated and improved the packaging on our market-leading Space Saver range of plinth heaters

The packing is now in the form of a printed carton, rather than a printed sleeve wrapping the plain box. The benefit of this is two-fold firstly the image is more eye-catching and vivid and perhaps more importantly there is now less on-site packaging waste to manage and dispose of.

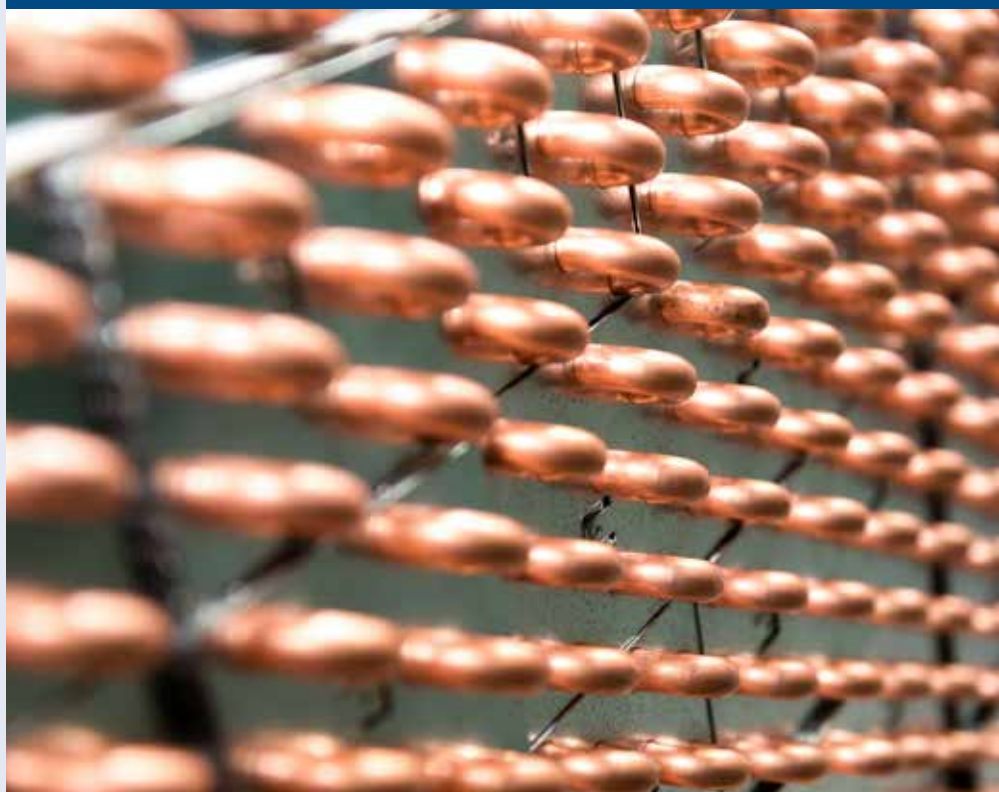


Craig Vinall - Smith's Procurement Manager

Business is booming

With all the talk of uncertainty surrounding the impending Brexit withdrawal you would be forgiven for thinking that business might start to slow down

Not at Smith's where we have just achieved our best ever sales month. The business shipped in February is over twice the usual monthly running rate. Helped by some strong export orders and some extraordinary work by both the sales office, who have to manage the fulfilment of the orders, and the production team at our UK manufacturing facility in Essex the start to 2019 has been nothing short of amazing.



Product UPDATE



Smith's have extended their product offer in the range of Radiant Panels

Sargasso Pro has been launched which is a higher output Radiant Panel. The panels can also be joined together in long runs to improve both performance and reduce the complexity required when installing individual panels. There is also a wide range of lengths and widths of panels available to accommodate the most difficult installations.

Social Media

Smith's have really embraced Digital Marketing as their main means of promoting their products and services. Over the past 2 years we have really turned our back on more traditional print advertising because it is both expensive and difficult to track its success

In its place we have really embraced twitter, Facebook and LinkedIn as platforms to promote Smith's. We have even used it to great effect in our emerging markets. We are able to target specific customer groups with information about our products minimising the potential waste of blanket advertising. We can track how many customers are 'taking action' to find out more about our products we promote on Social media.

With the advent of the stringent GDPR restrictions it has become necessary to use Social Media to keep customers up to date with information about our products and services.



SmithsEPUK



SmithsEP



@SmithsEP_UK



Smiths EP



smiths_epuk



Smith's EP UK



Providing comfort for the built environment

Product Catalogue
March 2019

New Catalogue

Over the past year Smith's have added several new products to their market-leading range of fan convector heating and cooling products

An updated version of the Smith's catalogue includes these new products and the latest versions of existing products. The latest version of the new catalogue is now available online and the printed version will be available at the end of March 2019.

Happy to help

Smith's Environmental Products Ltd is one of the leading manufacturers of heating and cooling products in the UK.

We are committed to achieving the highest standards and our faith is supported by a free five year parts and labour guarantee with every product. Our customer service is second to none and we are happy to offer any help and guidance that you might need.

Contact us...

For product information, customer services or sales support call us on +44 (0) 1245 324900

For the Republic of Ireland, contact MT Agencies on 01 864 3363

Sales:
sales@smithsep.co.uk

General information:
info@smithsep.co.uk

@SmithsEP_UK

#ThinkSmiths

The school holidays are the perfect time to replace your old heaters with the Smith's range of **Caspian® Fan Convectors**



We're ready, are you?

Our dedicated technical team are available for free advice and a quotation on **01245 324900**

- Common variants are available from stock
- Easy installation and ongoing maintenance
- Industry leading five year warranty
- Manufactured in the UK

