



Leading the way
since **1985**



What our customers say...

"SWS UK are a clear market leader for physical security product innovation."

One of our two production units



Property protection systems and automatic roller garage doors.

SWS UK is a leading manufacturer of physical security products, garage doors and awnings. Understanding market needs and demands has been key to our success, we are always striving to offer the best products with the highest level of service both during and after the sales process.

Established in 1985. With a work force of just over 100 we are very proud to be a British manufacturer and with all of our processes under one roof our customer service is unrivalled as we can look after all orders personally from start to finish.

With an in house research and development team we are able to continually refine our product range ensuring ours are always at the forefront of technology. In addition to enhancing the existing range, there is also a focus on developing new lines, many of which have been industry firsts. We are particularly proud of our Loss Prevention Certification Board (LPCB) and Police approved 'Secured By Design' products and have the most comprehensive range available from any security manufacturer.

In 2008, SWS UK became part of the FTSE 100 CRH Group which has brought many tangible benefits to both SWS UK and our trade distributors. With the backing of CRH Group,

SWS UK has been able to gain knowledge and experience from its European sister companies and work with them to mutual benefit. An example of this has been the introduction of the Lakeland Awnings range.

The end of 2011 brought the end of an era and the founder and Managing Director of SWS UK Andrew Dootson retired from his role. With Colin Reoch appointed as the new Managing Director, another exciting chapter in SWS UK's history begins.

From modest beginnings and a seed of an idea in 1985, SWS UK has grown to be market leader in its field. Our product innovation, ability to diversify, be flexible, to never become complacent and an unrivalled level of service and support has allowed us to stay there. I am delighted to be leading SWS UK from 2012 and know that through working together with you to see how we can best help your business, both of our futures will be bright.



Colin Reoch
Managing Director

Product Family Tree



SeceuroGlide
Garage Doors

- SeceuroGlide**
Roller Garage Doors
 - SeceuroGlide | Excel
Roller Garage Doors
 - SeceuroGlide | Compact
Roller Garage Doors
 - SeceuroGlide | Manual
Roller Garage Doors
 - SeceuroGlide | LT
Roller Garage Doors
- SeceuroGlide**
Sectional Garage Doors
- SeceuroGlide**
Vertico Garage Doors

SeceuroShield
Physical Security

- SeceuroShield**
Shutters
 - SeceuroShield | 150
Built-In & Built-On Security Shutters
 - SeceuroShield | 38
Built-On Security Shutters
 - SeceuroShield | 60
Built-On Security Shutters
 - SeceuroShield | 75
Built-On Security Shutters
 - SeceuroShield | 77
Built-On Security Shutters
 - SeceuroShield | 3801
Insurance Approved Security Shutters
 - SeceuroShield | 7501
Insurance Approved Security Shutters
 - SeceuroVision | 38
See-Through Shutters
 - SeceuroVision | 75
See-Through Shutters
 - SeceuroVision | 800
See-Through Shutters
 - SeceuroVision | 900
See-Through Shutters

SeceuroShield
Fire Protection

- SeceuroShield | Fire Protection
- SeceuroShield | Fire Protection
- SeceuroShield | Fire Protection

SeceuroShield
Gates

- SeceuroGuard
Retractable Security
- SeceuroGuard
Insurance Approved
- Xpanda
Deterrent Security

SeceuroShield
Bars

- SeceuroBar
Removable Window



SeceuroFire
Protection

SeceuroFire
Flame Curtain

SeceuroFire
Flame Shutter

SeceuroFire | 60
Flame Shutter

SeceuroFire | 120
Flame Shutter

SeceuroFire | 240
Flame Shutter

SeceuroFire | 1000
Retractable Security Gates

SeceuroFire | 1001
Retractable Security Gates

SeceuroFire
Products

SeceuroFire
Bars

 SeceuroDoor
Industrial Doors

 SeceuroDoor
Industrial Doors

 SeceuroDoor | 75
Industrial Doors

 SeceuroDoor | Insulated
Industrial Doors

 SeceuroDoor | Speed
Industrial Doors

 Lakeland
Awnings & Patio Roofs

 Lakeland
Awnings

 Lakeland
Piazza

Marketing material

Product Brochures – With an overview of each of our product ranges, our product brochures are designed with your customers in mind. Giving a good level of information and images, it allows you to introduce your customers to our range with ease.

All of our product brochures are available to download online at www.sws.co.uk/downloads

Data Sheets – Need more information on a specific product? Our new data sheets give more in-depth information on a product by product basis.

Technical Sheets – The highest level of detail on our products designed with you in mind. Our technical sheets should give you the tools you need to offer expert advice and guidance.

Branding Assets – We've put together a comprehensive branding library to help you get the most out of SWS UK. Download our new brand guidelines, company and product logos, advert templates and photography at www.sws.co.uk/brand-assets





What our customers say...

*"We choose
SWS UK because
their service is
always excellent."*

A dedicated account manager to help and assist with the day to day running of your account

Distributor Network

What to expect.

SWS UK are exceptionally proud of our national network of distributors and work with them all individually to offer a service that meets their business needs. As an SWS UK approved distributor, you will be allocated an internal account manager who will be on hand to help with the day to day running of your account and provide advice and guidance. You'll receive regular visits from the regional sales manager for your area who will, with their expert knowledge, help you to grow your business through assistance with marketing, choosing the right products and working with you in any areas where you might need assistance.

- ✓ Full training on all our products
- ✓ Training on the job with our onsite assist fits
- ✓ Expert guidance on how to survey and order products
- ✓ Full marketing support with brochures, data sheets, technical guides and online ordering
- ✓ SWS UK will never sell directly
- ✓ Leads generated for your area passed directly to you
- ✓ Never turn down work again with our survey and fitting service

What is expected of you.

As an approved distributor of SWS UK products we would expect that you attend a training session to suit the needs of your business. This may be carried out by your regional sales manager at your premises or by visiting us here at Claughton. We are here to help and if you feel we could do something better or differently we welcome you to share your ideas with us.

NATIONAL
DISTRIBUTOR
NETWORK
of approved distributors
THROUGHOUT
THE UK



10 REASONS to choose SWS UK

- 1 Best Price Promise, with no hidden costs guaranteed
- 2 Sales and technical support across the whole of the UK both by an internal Account Manager and Regional Sales Manager out in the field
- 3 Flexible delivery service
- 4 Online ordering facility and distributor resource centre available to all trade customers
- 5 A range of quality literature and marketing materials
- 6 Out of hours technical support number available 24hrs a day
- 7 Complete service including support with surveys and installations
- 8 In house research and development team, constantly updating and improving products
- 9 Quality long lasting products, CE marked and many independently tested by the LPCB
- 10 An established business for over 25 years, supported by a worldwide group. With one of the most comprehensive selections of products available