

## Fire safety company goes for growth with Business Link's support



**Newflame Fire Equipment Company Limited was established in 1975** and specialises in supplying fire equipment and health and safety service and advice.

“After changing our business strategy to do more health and safety consultancy work, we realised we needed more help and support with business planning.”

**Steve Best, Newflame**

Based in Peterborough, the company is a small family business, which aims to grow steadily without compromising good service for customers. As part of the British Fire Consortium, Newflame provides a nationwide service, although most of its work is within a 75 mile radius of Peterborough.

The business services more than 4,000 organisations from single units to large companies with multiple locations. In addition to its work with a variety of industrial companies, Newflame provides a comprehensive fire protection service to schools, hospitals, prisons and farms.

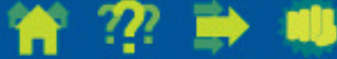
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CASE STUDY



Steve Best, managing director at Newflame explains: “After changing our business strategy slightly to do more health and safety consultancy work, we realised we needed more help and support with business planning and marketing to reflect this.”

Business Link advised Newflame on business planning and marketing and also provided information on assisted funding.

Steve explains: “The assistance has helped us to grow the business and increase the services that we offer, making us more of a one-stop shop.”

In terms of tangible results, Newflame has reaped the rewards with an increased turnover and profit margins.

The future plan for the business is steady growth whilst maintaining the existing customer base and continuing to offer a first class service.

“I’d advise any business to contact Business Link for advice and support. You can be sure you’ll end up with some strong new ideas and focuses that will impact on the bottom line of your business,” concludes Steve.

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**Steve Best, Managing Director, Newflame**

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