

# Business Today

## GEOQUIP



WORLDWIDE  
GROUP OF COMPANIES

### The Leader in Perimeter Protection Solutions



Divisions of Geoquip Worldwide Ltd

**PREVENTION**

versus

**CURE ?**

™

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# The Leader in Perimeter Protection Solutions

Who do the Home Office, Military, Police, Utilities, Airport and Port authorities, Commerce and famous V.I.P's turn to when they need protection?

## Geoquip Worldwide

Geoquip was set up in 1982 with the objective of bringing a completely new level of professionalism to the perimeter protection industry.



In the last 18 months, this vision to be the “**Leader in Perimeter Protection Solutions**” has really taken shape and became a reality as the company has taken a number of radical steps. The whole company focus was changed to a more marketing and sales-led approach in order to complement the company's existing and established technical expertise.

The cornerstone of the company's strategy was a complete overhaul of their marketing activities. The company and its product range were rebranded, utilising the distinctive protective globe. It was simultaneously repositioned in the market as offering a '**Prevention vs Cure**' solution to customers in order to combat the threat of crime and terrorism. Finally the company was relaunched through a series of worldwide exhibitions, starting with IFSEC, key CMP publications, the BSIA and the worldwide web via a dynamic new website [www.geoquip.com](http://www.geoquip.com).

Martin Scott  
Managing Director

The management philosophy at Geoquip is '**Proud, Passionate and Professional**', and this is the main driver to its performance and growth strategy over the last 18 months. This has taken the product line from its original **Guardwire**, the proven



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# Prevention versus Cure

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leader in building protection for over 20 years into **Defensor** the unique fence mounted perimeter intruder detection system. More recently, **Rafid** was introduced, which provides covert protection for perimeter walls and open ground, tested exhaustively by the Home Office, Royal palaces and VIP residences. Geoquip then introduced **Geolog**, a central security management system and **Gthernet**, an industrial Ethernet network system. This year, at IFSEC 2007 Geoquip launched the revolutionary **10g Vision** and **Radio Visor** which uses proven infrared technology that helps the Lawn Tennis Association judge the Wimbledon Tournament.

This overall strategy, of cutting edge products combined with dynamic marketing has already consolidated Geoquip's strong position in the UK, France, Spain, Italy and Germany, the Middle East, the Americas, Australia and India. Geoquip has now embarked on an ambitious **Strategic Alliance programme** working in partnership with key dominant brands in its pursuit of security synergy. This strategy has already transformed Geoquip in the last 12 months from a company with an export reputation, to a truly global player, working alongside the best in the industry, and the best in the World.

In the past 12 months the new Strategy combined with our Millionaires club programme has doubled the business. Sales and orders to date in 2007 indicate that Geoquip is poised to double its turnover yet again and realise its Global potential as part of the \$19.0B CRH group.



# Who do they turn to when they need protection?



The Military



The Government



The Home Office



The Police

## GEOQUIP



Commerce



Homeland Security

## WORLDWIDE

GROUP OF COMPANIES

The Leaders in Perimeter Protection Solutions



VIPs and Events

Winner of the Prestigious



Business Achievement Award  
for Security Solutions 2007

AWARDED BY BUSINESS TODAY

PREVENTION

versus

CURE ?

TM

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