

KINGFELL WHITE PAPER



REBRANDING UNDERPINS COMMITMENT TO THE FUTURE

Kingfell Plc, one of the country's most experienced and highly regarded fire safety and protection specialists, has rebranded. Here, CEO, Paul Bryant, explains why there is more to the exercise than a new logo. The new branding, he says, more accurately reflects the comprehensive concept-to-commissioning range of fire safety services Kingfell offers its clients. This spans from fire risk assessments through to the creation of fire strategies, and from system design and installation to routine maintenance and emergency response.

With the milestone change that fire safety has recently undergone, with the introduction of the RR(FS)O – the Regulatory Reform (Fire Safety) Order – which came into effect in October 2006, the industry generally is going to have to commit to achieving world-class standards across the board. The Order means that clients and prospects alike will demand greater understanding, knowledge and experience than ever before. At the same time, expectations are sure to rise in terms of third party certification and product approvals for both active and passive fire protection.

In short, the industry is going to have to set a new standard. And this is why Kingfell has decided that now is the right time to rebrand – to realign its teams to achieve even higher goals; to refocus on more effective communication; and to position the business as being one where integrity, professionalism and expertise are established core values.

THE WAY FORWARD.

We gave very careful thought before encapsulating Kingfell's future in the term Protecting Tomorrow. It reflects, very succinctly, what our business is all about. Protecting Tomorrow echoes our commitment to delivering ground-breaking fire safety solutions that will protect our clients' buildings and critical assets,

safeguard the lives and welfare of their employees, visitors and anyone who comes into contact with the organisation.

To achieve this, Kingfell will continue to invest in the most talented people and the most sophisticated technology. We will also continue to play a leading role in developing UK fire safety standardisation, technology and philosophy through our close involvement with national fire safety bodies.

Kingfell will remain an independent fire safety company that offers a complete range of services; an organisation that combines professional skills with a progressive and proactive approach to fire safety and protection. A business that strives to be flexible and responsive to its clients' changing needs; one that demonstrates real entrepreneurial spirit, and that will continue to provide its clients with well designed and skilfully engineered fire safety solutions.

A STRONGER TEAM FOR A BIGGER CHALLENGE.

The company will remain operating as two separate divisions – Kingfell Consulting and Kingfell Fire Engineering – and we have strengthened our senior management team. Steve Hitchings recently became Group Operations Director, having been with Kingfell since 1998. At Kingfell Consulting, Peter Stephenson is Managing Consultant and Jason Seward is Principal Consultant, while Paul Rutland is General Manager of Kingfell Fire Engineering. The Board has also been strengthened by the appointment of John Northey, the recently retired editor of Fire Safety Engineering, as a non-executive director.

Kingfell Consulting is, as the name implies, the consulting arm of the company, while Kingfell Fire Engineering is the contracting side of the business. However, both will remain independent operations. Kingfell Consulting regularly works with other fire safety contractors, and is increasingly being called upon to provide architects and specifiers, fire prevention officers and health and safety managers with expert help and guidance. Conversely, Kingfell Fire Engineering too works with any number of fire safety consultants as well as, on an increasing number of occasions, with Kingfell Consulting, to provide a complete package from inception to completion.

The organisation, which now employs more than 40 highly trained people, has work entrusted to it by a number of the country's most prominent organisations, particularly in the demanding mass transit and heritage sectors. However, the company is now poised to build on this reputation, both nationally and internationally, with other blue-chip organisations where the need for fire safety is high on the corporate agenda. This may well involve the enhancement of the

company's current product and service offering by the addition of other aspects of fire safety, including extending our range of passive fire protection services.

A more detailed overview of Kingfell can be found at the company's new website at www.kingfell.com. Alternatively, the company can be reached by telephone on +44 (0) 845 60 61 999, by fax on +44 (0) 845 25 81 999, or via email at enquiries@kingfell.com.

Author:

Paul Bryant MBA BSc (Hons) C.Eng MIEE MIFireE is CEO of Kingfell Plc, one of the leading fire consultancies and fire engineering companies in the UK. Full details on the company, its expertise and experience, can be found at www.kingfell.com.

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