

Commercial Feature

Simply Stafford

21st anniversary for industrial revolution

IT'S celebration time as one of the town's businesses comes of age – reaching its 21st birthday. Staff at Stafford Industrial Supplies are proud to be celebrating its 21st year in business.

The company started back in 1989 when Cliff and Margaret McKenzie decided to open their own company supplying a wide range of products to industry within the West Midlands.

Originally trading from their home in Rickerscote, Stafford – with a van for deliveries, office equipment, Margaret's administration skills and Cliff's selling techniques – they soon had a prosperous business running.

After just a few years new employees were brought in to help with the expanding business and a new premises was opened up in Brocton at Dewick Industrial Estate on the A34.

The product range significantly grew and Stafford Industrial Supplies exploited the new emphasis on health and safety taking onboard PPE (personal protective equipment) with major brands requesting they stock their products.

Expand

An opportunity for a trade counter had presented itself and so was duly opened, again to great success.

Patrick Moyses and Joanne Walters were now employed by Cliff and Margaret to further expand the company.

Joanne used her skills and knowledge in obtaining new business and marketing, while Patrick brought the company up to date in new technologies and an efficient paperwork system, venturing into the new web commerce industry.

After 12 years of successfully running Stafford Industrial Supplies, Cliff and Margaret were ready to hand over the reins to Joanne and Patrick.

In 2001, Paul Walters and Garedd Duncan were recruited to fill new roles – Paul as gen-



At the current premises of Stafford Industrial Supplies, on Astonfields Industrial Estate, Patrick Moyses, founders Cliff and Margaret McKenzie, Joanne Walters, Paul Walters and Garedd Duncan

eral manager and Garedd for driving and warehouse responsibilities.

In 2002 Cliff and Margaret retired and Joanne and Patrick purchased the company. Stafford Industrial Supplies became a limited company in 2004.

Stafford Industrial Supplies Limited further expanded into the corporate garment industry, investing in a heat transfer package to promote an individual identity for their customers clothing giving a professional image for their garments. Being able to accommodate from one to 1,000 garments, and reducing finished item times by applying

logo's in house, many customers were pleased by the speed and efficiency of receiving garments in days rather than the weeks offered by some other companies.

Appealing

Embroidery was also offered giving customers a one stop shop for all their safety products and uniform, a combination that was – and is – very appealing, plus the added bonus of working with a local company.

Using these attributes Stafford Industrial Supplies Limited obtained business from

local authorities, further adding to its already impressive portfolio of local business and individual traders. Once again they had outgrown their premises and needed bigger offices and storage facilities.

New representatives were employed and staff brought in to embellish garments.

During 2008, the company moved to unit 1b and 2 Kenworthy Road on the Astonfields Industrial Estate, nearer to Stafford town centre and closer to the motorway. All aspects of the business were expanding and deliveries increasingly became nationwide rather than local.

A new computer system has been implemented in 2010 and the company continues to improve its relationship with customers, understanding their needs for improved service and prices – especially during the recession.

A new website with the facility to buy online has been introduced and is gaining traffic at a positive rate, with more products included all the time.

Customers are top priority, and Stafford Industrial Supplies appreciates and thanks them all for continuing to believe in the company.



The company stocks a wide range of clothing and protective wear for industrial use



Many items can be customised to incorporate specific company's requirements, including logos, names and other options. Visit the premises for further details.