

Stock claim is the basis for sales success

■ Focus remains on customer demand

CLAIMING that it is 'always in stock' is easy to say but not so easy to achieve.

Yet with 5,000 different products on the shelves at its West Midlands factory, A Perry & Co (Hinges) has, in its 80-year history, never failed to fulfil that proud boast.

'Yes, it may seem over the top but that's the essence of the business,' said Ian Dunnaker, a director of the company (*pictured right*).

While not all the products are allied to the fencing industry, A Perry has developed a formidable alliance with fencing as one of the foremost suppliers of products.

'Over the years the range has grown considerably,' said Dunnaker, 'and our catalogue has expanded each year with new products being added all the time. Today something like a quarter of our products are allied to fencing, if not more.'

The range includes products and accessories for chainlink fencing and netting; wire rope;

panel fencing products; barbed wire support and strainers; fencing tools plus fencing post support systems.

'We are always looking at how we can improve the range and finding out just what the industry wants. Discussions are on-going about products and we are continually listening to what contractors want and how we can source it or provide a solution,' he said.

A Perry can trace its roots back to 1925 and has continued as a family firm. It was in 1955 that it transferred to the Doulton Road site in Cradley Heath where it has remained developing the 20-acre site into a purpose built factory, warehouse and offices spanning more than 50,000 sq feet.

Four years ago the company acquired the stock and machinery from the administrators of Eliza Tinsley, as well as employing a number of staff.

'That gave us the ability to produce and supply a wide range of threaded bar and related products. Unlike others in the industry we have not been



afraid to maintained a manufacturing operation, indeed we have expanded our capability. That means we can handle the bespoke requirements of the industry, while also supplying the more standard,' said Dunnaker.

While market conditions have changed, A Perry has steadfastly stood by its family heritage and its determination to focus on its core customer base.

'We have concentrated on what we know and listening to the market. That has helped us to increase our market share and protect our position as the largest supplier and manufacturer of such products to the fencing industry.

'Stock is essential and in dealing with the trade through merchants we have become aware of the need to be a one-stop shop, as well as being able to deliver on time.

'Our reputation has been built on our past and so will our future' ■

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