customer
perspective

Building a Brand, Forging a Relationship

Cultivate Customer Profile: **Secure Fire & Safety**

As a business owner or manager, one of the most important investments you'll ever make is keeping your facility and employees safe from the risk of fire and its potentially devastating effects. No one understands that better than Tim Bell, president of Secure Fire & Safety.

"When it comes to fire protection, our goal – first and foremost – is to give our customers peace of mind," said Bell. "We want to be a single source solution for them, covering all aspects from fire extinguishers to emergency lighting, sprinkler systems, detection and alarm systems, and training and education. We want to give them the security of knowing that, should an emergency arise, their employees and property will be safe."

"In our industry, just about everyone is a potential customer," added Bell. "Because the codes with regard to fire, safety, and training can be complex and ever-changing, many businesses believe they are in compliance, when in fact, they most often are not. When you work with Secure Fire & Safety, we start by surveying your entire facility to assess your specific needs. Then, we come back to you with a comprehensive plan to assure your company's complete safety and compliance."

With more than 30 years of experience, Bell and his partners are recognized experts in the field, and have provided fire protection services to thousands of companies throughout the Midwest. Last August, partners Tim Bell and Ken Schlater's entrepreneurial spirit inspired them to launch Secure Fire & Safety – a new business venture. With that launch, came a need to market their products and services, and begin the process of building a brand. Bell and Schlater turned to Cultivate Communications – the creative arm of Heritage – to develop a "look" for the new company and to design versatile collateral materials to serve a variety of promotional and communications needs. Cultivate also designed a new website for Secure Fire & Safety.

"I appreciated the flexibility Cultivate offered me to be as involved in the process as I wanted. They did a good job finding out what we needed. Then, they came back and suggested ideas based on our needs."

"Best of all, they kept their word and delivered on what they said they would do, which unfortunately, is not always the case these days," said Bell. "I would refer anybody to Cultivate Communications and Heritage – and I have."

Heritage/Cultivate Helps Grow Sales and New Customers

Working with Secure Fire & Safety is a good example of how we help customers with not only excellent creative, but excellent service. As our name implies, we helped develop their brand and grow their business. We offer sound marketing-based ideas that will help you define your audience and develop a plan to reach them with creative tactics that include:

- Branding Concepts
- Creative Design – Brochures, Direct Mail, Sales Literature
- Web Design & Hosting
- e-Marketing
- Strategic Marketing
- Quality Traditional & Digital Printing
- Mailing Services

We can help you reach new customers with creative ideas that produce results. To learn more, call us today at 262-373-4028 or visit us online at cultivate-communications.com.

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