



Client: **Hobbycraft Ltd**

Website: **www.hobbycraft.co.uk**

Sector: **Sales Retail**

HOBBYCRAFT CHOOSE THE P50!!

Hobbycraft is an arts and crafts business with retail stores and an online ecommerce business with over 100 stores covering the whole of the UK.

Since it was founded in 1995 the company has grown into the UK's largest arts and crafts retailer, supplying an ever-expanding interest in art, knitting and crochet, haberdashery, papercraft, wedding and party, baking, jewellery making and much more.

Hobbycraft first met Eco Fire Safety (EFS) at an Oris Forum meeting in 2019. Oris are an independent body who review and assist with risk management issues in the retail sector. EFS were invited by Oris to demonstrate the merits of the P50 fire extinguishers to their members.

"The presentation by EFS at the Oris meeting clearly explained the compelling safety and financial benefits of the P50 over traditional metal extinguishers. I really liked the product initially but needed to do more research and obviously, justify the cost and benefits", explains Neil Tonkin, Hobbycraft's Data Protection & Safety Officer.

As with many larger clients, the process of change takes time and we needed to work with them to ensure they fully understood the factual fire safety, economic and environmental benefits of replacing their old metal extinguishers with the Britannia P50.

We did this by carrying out detailed surveys and looking at a realistic timescale in line with their current service and replacement plans for the current extinguishers. We demonstrated the cost savings and worked with Hobbycraft to put together a detailed cost and benefit analysis and a roll out plan.

"Jason and the EFS team were very professional and helped me to build a business case and replacement strategy for all of the locations existing old standard type fire extinguishers that was well received and agreed by the business" said Neil Tonkin.

In supplying the P50 to Hobbycraft, EFS will provide a universal approach across the business to fire extinguishers.

"Because one P50 replaces two old style extinguishers and provides more coverage per unit, we can drastically reduce the physical number of extinguishers in almost every situation and location. In addition, the ability to self-service annually reduces the risks associated with external personnel accessing the Hobbycraft premises and saves on servicing costs", concluded Neil.

ECO FIRE SAFETY **Reference Case** **Study**

