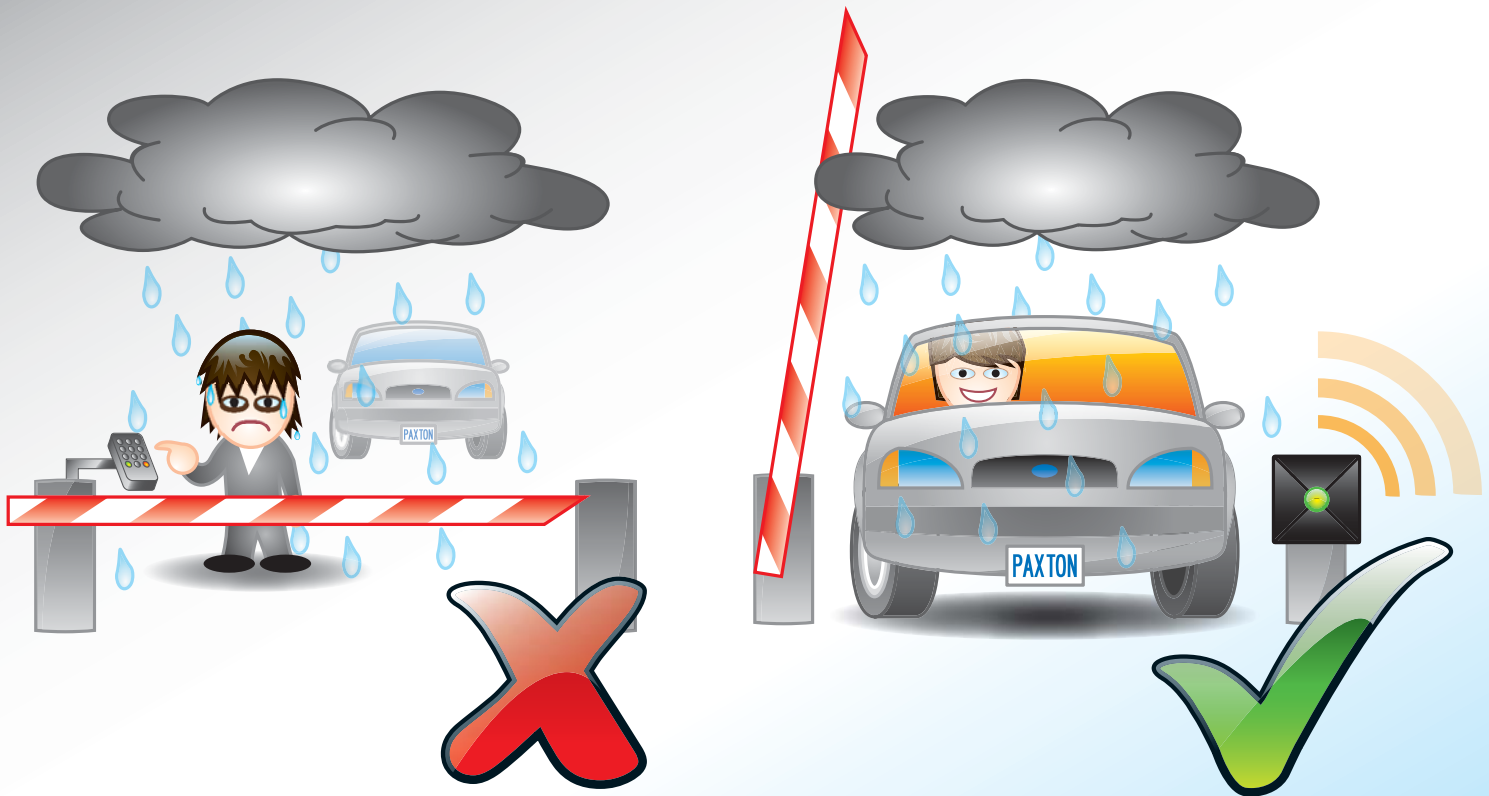




# The Long Range Reader

Offer your customers total convenience at car park access points



Exceptionally quick and easy to install

A reader and a hands free interface housed in a sealed case - IPX6 rated



Only one reader per barrier

The impressive read range accommodates oncoming cars and lorries alike



A massive read range

The Long range reader provides a maximum of 5m with a hands free token. No need to dig up the road for ground loops



Bright, clear LED display

Can be seen clearly, even in sunlight.



Green for access permitted, flashing red for access denied

See how to claim your FREE Long range reader inside!

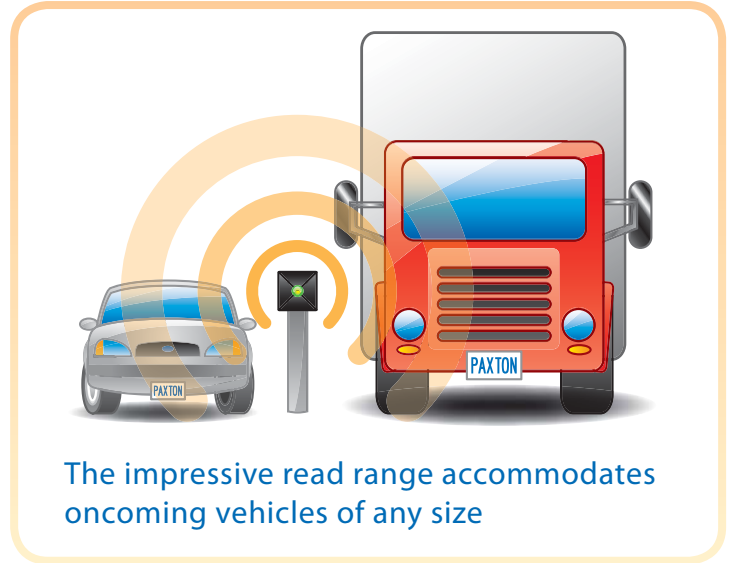
# Maximum 5m Read Range



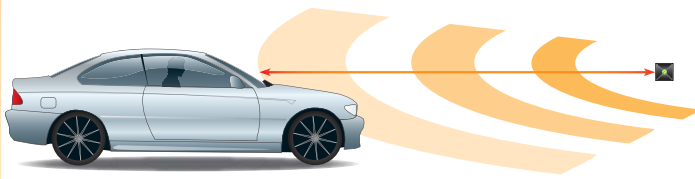
Compatible with Switch2 and Net2, the Long range reader has been designed specifically for use at car park access points. Its amazing read range of up to 5 metres means that a hands free token can be read from within a vehicle; a convenient feature especially at busy periods of the day.

Housed in a robust casing with an integrated hands free interface the reader's back plate and innovative design make it exceptionally easy to install. The Long range reader's impressive range negates the need to dig trenches in order to lay ground loops. Consequently installation time, on-site disturbance and labour costs are all greatly reduced; giving you a major advantage when submitting quotes.

Whereas other systems require a dedicated reader for cars and another for lorries, the Long range reader will accommodate vehicles of different sizes. This means that only a single reader need be installed at each car park barrier; a great way to save your customers money. The Long range reader also works as a close proximity reader so that users without hands free tokens can use it.



## Maximum 5m read range with hands free tokens



This image is to scale! Dimensions of the Long range reader can be found at: <http://paxton.info/843>

While passive the reader's central light is red. When a valid token is detected the light flashes green and the associated barriers open. If a user's token is not valid the light flashes red and the barriers remain closed.

Although conceived for perimeter access points the reader's long read range makes it a practical solution for many other applications. The reader can help all sites conform to strict DDA regulations by removing the need for users to physically present tokens.



The reader can also be used in factories and warehouses to streamline the movement of stock. When used with automatic door openers staff operating forklift and pallet trucks no longer need to present their tokens at access points.

## Claim your **FREE** Long range reader!

Due to the massive response to our previous promotion we have decided to open this offer at 9am on Friday 15th of February.



The first 100 installers to visit <http://paxton.info/837> will receive a **FREE** Long range reader.\*

Your feedback will be worth 200 installer points!

\* Only one Long range reader per company.  
Offer open to installation companies only.  
Offer opens 9am Friday 15/02/08.

## Paxton Access equipment

Sales Code	Description	Retail Price
313-110	Long range reader	£250.00
690-222	Net2 hands free keyfob	£25.00
690-333	Net2 hands free keycard	£30.00
860-010G	10 hands free keyfob pack for Switch2, green	£300.00
870-010G	10 hands free keycard pack for Swith2, green	£300.00

Want to know more? Contact Paxton Access today: Tel: **01273 811011** / Email: [support@paxton.co.uk](mailto:support@paxton.co.uk)

# Our Support Team



- **No query too small:**  
Whatever the problem we'll endeavour to resolve it
- **Knowledge base:**  
Ensures correct, consistent and up-to-date advice
- **All calls are answered directly by support:**  
No automated voice answering or being transferred from one department to the next
- **Customer call back:**  
You won't be left dangling with unresolved issues
- **Friendly advisors:**  
Clear and concise answers without technobabble
- **Customer service:**  
Your feedback is published live on our website
- **Ultimate returns policy:**  
A hassle free replacement for any damaged or faulty product purchased within the last 5 years\*
- **Looking after your customers:**  
We'll handle your customers' queries to free up your day

Our support team are available from 7:00am - 1:00am Mon to Fri and 9:00am-1:00pm on Sat

Paxton Access is 100% committed to your needs and those of your customers. From Monday to Friday our support team are available from seven in the morning until one the next. This ensures that there's always someone at hand to help when you need us most. Calls are answered directly by support, without the merry go round of an automatic answering service.

Competent at handling sales and technical questions, our support team will help with any query in a professional and courteous manner. Advisors are fully trained in Paxton Access' systems – from installation problems and software configuration to best practice for system administration.

Support utilise our knowledge base, an in-house information system to ensure that advice is correct and consistent. Our knowledge base provides up-to-date information and is accessible to all registered installers.

Calls are dealt with in a calm and logical fashion. At each step of the 'fix' you will be guided by an adviser until the problem has been rectified. If the solution is not immediately obvious, communication will be maintained until the matter has been resolved; at no point do you fall from our radar!

Confidence in our ability to resolve calls and maintain great customer service has been underlined by our decision to post customer feedback live onto our website. Recently we have introduced our 'Ultimate Returns Policy' to reflect the confidence we have in the build quality of our products. Any faulty or damaged product purchased within the last 5 years will be replaced\*; saving you time and hassle.

\* Our returns policy runs on the principle of goodwill. If the level of returns is deemed exceptional a discretionary decision will be made. Replacement products are new or reconditioned to new.

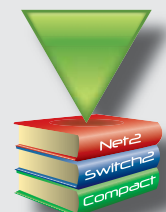


**Tech tip**

## Knowledge base

Knowledge base is an in-house information system that's edited daily to ensure up-to-date and consistent advice. Its search facility means that all telephone queries can be dealt with quickly and efficiently.

Registered installers can also access the knowledge base to help with installations and to find out about Paxton Access' latest products and software releases. To become a Paxton Access registered installer visit <http://paxton.info/844>.



Want to know more? Contact Paxton Access today: Tel: **01273 811011** / Email: [support@paxton.co.uk](mailto:support@paxton.co.uk)

# Where to buy

Our six UK distributors are listed below. We regularly review their stock and make sure that it is up-to-date, correctly stored and free from defects. If there is a product recall, we manage this only with these franchised distributors. To ensure the quality of your Paxton Access system, we advise that you purchase only through a franchised distributor. Also, please check that the void label is present and sealed on the box before you accept the goods.

## ADI-GARDINER

ADI-Gardiner  
Commercial Centre  
Chatsworth House  
Unit 4 Hollins Brook, Roach Bank Road  
Bury BL9 8RN  
0161 767 2900  
<http://www.adi-gardiner.co.uk>

## GB LOCKING SYSTEMS LTD

G B Locking Systems  
1st Floor, Redburn House  
Redburn Road, Westerhope  
Newcastle upon Tyne  
Tyne & Wear, NE5 1NB  
01912 716344  
<http://www.gblockingsystems.co.uk>



### From the Front

February 2008

I hate phone companies. They seem to delight in making all of our lives unnecessarily complicated, they want to tie us all up in fiddly little contracts and they love to introduce loop holes with which to unexpectedly empty our wallets. It may seem to be a cunning plan to make more money, but I think it's more likely that the people who run phone companies are more interested in sponsoring football teams than paying attention to and serving customers.

When Paxton Access moved the seven miles from Lewes to Brighton, we knew that we would be unable to keep our telephone number. Being forward planning types, and mindful of the annoyance of sudden changes to telephone numbers, we decided two years before moving to use one of the then relatively new non-geographic numbers that begin 0870. The theory was that on moving day, we would not have any disruption because of one number stopping and another starting - we could overlap and avoid inconveniencing our customers. At the time, there didn't seem to be any problem with this, and it did work perfectly. Nobody minded, as a national call was seen as a relatively cheap thing to make. Since then, however, the whole landscape of charges for phone calls has changed and having an 0870 or now even an 0845 local rate number is the customer relations equivalent of treading in dogs' mess.



Advanced Access Ltd  
Unit 1B Spinney View  
Stone Circle Road  
Round Spinney  
Northampton, NN3 8RF  
01604 647555  
<http://www.advanced-access.co.uk>

## NORBAIN

Norbain Security  
Norbain House, Eskdale Road  
Winnersh Triangle  
Wokingham  
Berkshire, RG41 5TS  
North: 01253 894488  
Midlands: 01925 247200  
South: 01189 440123  
<http://www.norbain.co.uk>

## ALDRIDGE

Aldridge Security Ltd  
Silca House  
30-34 Eagle Wharf Road  
London  
N1 7EB  
08444 125101  
<http://www.aldridgesecurity.co.uk>

## Tàte Colsòn

Tate Colson  
Queen Anne House  
18 Eastbank St  
Southport  
Merseyside, PR8 1DT  
01704 502800  
<http://www.tatecolson.co.uk>

The main problem seems to be that the telecoms executives, with yellow teeth bared in evil grins, have lured us into taking on free minutes. The evenings and weekends have become a time for the nation to suffer from hot ears chatting for free with its friends and family. In return, we pay a monthly fee, which seems on the face of it quite reasonable. The problem comes when the mobile or landline bill come in, and the teeth bite. Many people have been caught out by the stealthy charges to non-geographical numbers, particularly from mobiles. I have just looked at my mobile provider's website and it's clear to me that they do not want me to know which calls cost money and which don't - they hide it very well indeed. Resorting to a Google search reveals that it would cost me 20p per minute to call 0870, 0845 for what should be a free call on 0800 from my mobile phone. If I called a company on its proper number, my call would be included in my free allowance but a half hour call to its 08XX number would cost me £6.

The main thrust of this rant is to point out that we try hard to make it cheap and easy for you to contact us if you want to. But this charging thing is interesting. I am constantly amazed that companies feel that the best way to make money is to be cagey about what you sell and how much you sell it for. Customers spend more money if they are given clear and consistent information. In my case, I distrust the phone companies so much that I simply avoid all data roaming charges when abroad even though I could make good use of the service - because I don't understand how they work. Whenever I ask, I am given different answers and costs I am given seem to be crazily disproportionate, so I give up and my custom is

lost. I would hate that to happen with people buying Paxton Access products!

I recently subscribed to cable TV and broadband. True to form, the telecoms company had overcomplicated its product and many calls had to be made to unravel the mess of PIN's, user ID's, passwords, serial numbers, log-ons, subscriber numbers, account numbers and so on. I spent a total of a few hours waiting in their infernal queues being told that my call was important. At one point, they had the cheek to announce that one piece of information essential to setting up broadband was only available from their technical helpline and they could only be reached by dialling 0906... - the numbers hadn't finished coming out before I interrupted and managed to be put through directly rather than pay 90p a minute for their omission.

So, it has taken us a while to wake up to it, but we now advertise only our geographical number. This will mean that when you call us from your mobile, up a ladder with your head in a suspended ceiling, you won't wobble off because you are worrying about your phone bill. Even better - ask us to phone you back and the return call will be on us because funnily enough - your call really is important to us!

Drew Hoggatt  
Managing Director  
[fromthefront@paxton.co.uk](mailto:fromthefront@paxton.co.uk)

“

Very informative professional and helpful.

”

Would you like to comment on this mailshot? <http://paxton.info/573>

