

# ALARM TRADE IS SAFE AS HOUSES

## Small Firm of the Week

By NEIL HODGSON

**A** HEIGHTENED public awareness of security issues rang alarm bells with Roy Williams and persuaded him to switch from working as a TV engineer and open his own business.

Now his Endbutt Lane-based firm, including Crosby Electrical Services in which he and wife Ann bought a 50% stake two years ago, turns over more than £1m a year.

The alarms division has established itself as a national player with access to some of the most hi-tech systems on the market.

Roy said: "A friend and former workmate persuaded me to go into alarms at the time when people were becoming more security-conscious. We worked evenings and weekends while we kept our jobs as TV engineers."

The alarms operation employs six engineers, while 15 work for the electricals side.

Along with a clutch of impressive security contracts in the national retail sector, the electrical

business also has blue chip clients such as Tesco and Ethel Austin.

"What is pleasing is that most of our work has come from word of mouth and recommendation."

Roy's desire to secure more commercial work is based on the latest technology that has an obvious attraction for retailers, such as smoke cloak which can engulf a shop, bank or even warehouse in harmless smoke within seconds to

foil a raid.

"It stops the progress of a crime. What you can't see you can't steal," explained Roy.

The firm is also at the forefront in developing new systems like Mosquito, which emits a tone that can be heard only by a certain age group and is used by shops to stop teenage gangs congregating.

The business is now working with a client on a version aimed at

older people: "It would be useful for businesses like hotels who want to move on beggars and vagrants."

As technology develops it vindicates Roy and Ann's investment in Crosby Electrical Services: "Having the two companies means we can integrate alarms and systems easier."

● Visit [www.crosbyintruder.co.uk](http://www.crosbyintruder.co.uk)



### Biography

**NAME:** Roy Williams

**AGE:** 49

**BUSINESS NAME:** Crosby Intruder Alarms

**QUALIFICATIONS:** NVQ3 Alarm technician

**EXPERIENCE:** TV engineer and 22 years in alarm business

**FINANCE:** Personal funding

**SAFETY FIRST:** Roy and Ann Williams of Crosby Intruder Alarms have a growing number of clients in the national retail sector