

WALLACECAMERON INTERNATIONAL



Making the Most of your **Marketing First Aid Kit**

First aid made simple with Wallace Cameron!

- Product Ranges
- Market Opportunities
- Sales and Marketing Tools
- Advice and Guides
- Our Knowledgeable Team

www.marketingfirstaidkit.com

Wallace Cameron First Aid Kits and Supplies...

Wallace Cameron is the premium manufacturer and supplier of first aid products and we have been providing innovative and pioneering design for almost 70 years. Through the well established Astroplast brand, that holds many patents and designs registrations, we lead the way in the first aid market providing award winning solutions.

Quality is also paramount to all we do and we hold both ISO 9001:2008 and ISO 13485:2003 and are extremely proud of holding the appointment to HRH The Prince of Wales, Manufacturing & Suppliers of First Aid Dressings.



BY APPOINTMENT TO
H.R.H THE PRINCE OF WALES
MANUFACTURERS AND SUPPLIERS
OF FIRST AID DRESSINGS



www.marketingfirstaidkit.com

- Home
- Eye Care
- Burns and Scalds
- Education
- Motoring
- Travel
- Food Hygiene
- Sports and Leisure
- Health
- First Aid Room
- Foot Care
- Pets
- Defibrillators
- Refills and Supplies
- Signs and Posters



You can be reassured that all of our high quality first aid kits meet or exceed the minimum standards set by the Health and Safety Executive (HSE). We also carry a range of British Standard (BSi) kits that contain a more comprehensive range of content for today's modern activities and environments.

All of our kits are constructed from robust, durable and dust free materials. Some can be wall mounted so that you can clearly display your first aid solutions for everyone to see and have a carry handle for easy transportation if you need to deliver treatment on the move.

6

Market Opportunities...

Every business has a duty of care to keep their customers, employees and visitors safe in the workplace and therefore needs a first aid kit in case of an accident or emergency which makes selling first aid easier than some may think.

We've created a complete programme of sales and marketing first aid tools for 6 key vertical markets to help you grow in this profitable marketplace. We would advise that you carry out an audit of your customers premises as if they have a canteen, warehouse or manufacturing plant as an example, you have a great opportunity to sell them additional first aid kits that meet their individual workplace needs.



HEALTHCARE

Healthcare professionals such as a doctor, nurse, dentist, paramedic or care worker need to be able to deliver effective first aid immediately when a patient becomes ill. The marketing tools promote general first aid and specialist kits including body fluid and sharps disposal.



HEALTH & SAFETY

Businesses take their health and safety responsibilities very seriously but in high risk environments such as construction, manufacturing and warehouses, accidents will unfortunately happen. The marketing tools showcase general first aid and specialist kits for burns, eye care and travel.



FM

FM's are responsible for keeping employees and visitors safe and complying with the latest health and safety regulations. First aid should be top of their agenda to prevent an illness or injury getting worse. The marketing tools promote general and portable first aid for a safe workplace.



FOOD HYGIENE

The catering industry is fraught with hazards for chefs and waiting staff who will know from painful experience about chopping accidents, hot oil burns or slipping on a spillage. The marketing tools promote food hygiene and burns first aid plus specialist personal protection supplies.



EDUCATION

Keeping students safe is vitally important in early years, nurseries, school, colleges and universities and first aid is a vital component. The marketing tools promote the A-B-C of first aid including general first aid, rapid response kits and portable solutions for away from the medical room.



TRAVEL

Drivers face many challenges on the road including accidents, breakdowns and the British weather and so should always have a first aid kit in their vehicle. The marketing tools are designed with motorists in mind, promoting one person, car, van, winter, European and passenger carrying kits.

Sales and Marketing Tools...

To help you sell more first aid to your customers or attract prospects, we have created a suite of ready-to-use marketing tools that promote the comprehensive range of Wallace Cameron products and the vital need for first aid in every workplace.

We've taken a serious approach to the marketing with no time sensitive giveaways or incentives so you can choose the right time and tools to use with your customers. To help you maximise the sales opportunities, there are 2 categories of marketing:

1

First Aid Awareness -

Educational and informative tools that increase awareness about the essential need for workplace first aid

2

Vertical Market -

Everything you need to target a specific business type or market sector

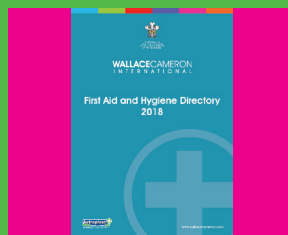


1 First Aid Awareness Tools...

If your customers or sales teams think first aid is complex or overwhelming with regulations, laws and guides then this is the campaign for you. We have created an all-inclusive sales presentation that makes first aid simple by explaining the employer duty of care, the latest regulations and advice and the right products for an individual business type. There are no complicated terminologies and it can be tailored and personalised to suit your requirements. Supporting the presentation is the complete Wallace Cameron product catalogue that is available as an e-catalogue so you can simply present the range.



An informative presentation to help your sales team sell first aid confidently.



All the innovative and superior quality products in the Wallace Cameron range.

Marketing
Calendar -
COMING
SOON!

A useful guide to the key seasonal dates for promoting and selling first aid products.

2

Vertical Market Tools...

If you know your customer well and have a good understanding of their premises and operations, these product marketing materials will help reinforce their duty of care whilst increasing awareness of the Wallace Cameron range to sell more. We've selected our best selling products for each range shown below that are available in a range brochure and flyer for sales people to use, HTML emails so you can reach out to your whole customer base, web banners to promote first aid on your website and social media to capture the attention of customers and prospects.



RANGE BROCHURES

Showcasing the best selling products for each vertical market. Available as high and low resolution PDFs.



RANGE FLYERS

The 4 most popular products per vertical market where you can add your codes, prices and details. Available as PDF and editable Word files.



EMAIL

Reach out to your whole customer base with this HTML email that explains the need for first aid in each vertical market.



Keeping you safe on the road. **Astroplast+**

WEB BANNERS

For promoting the vertical market first aid range on your website or emails. Available as a gif file.



SOCIAL MEDIA

Social media is an important medium for engaging customers and prospects but can be time consuming. With our campaign, you can copy the content from a Word document and use the pre-design images for each vertical market.

Advice and Guides...

The Health and Safety (First-Aid) Regulations 1981 require businesses to provide adequate and appropriate first-aid equipment, facilities and people so that employees can be given immediate help if they are injured or taken ill at work.

What is 'adequate and appropriate' will depend on the circumstances of a workplace such as the number of employees and hazards. To help you assess the individual requirements of your customers, please use the Assessment and Checklist templates below that will help facilitate what first aid provisions are required.

Which first aid kit you recommend will depend on the findings of your risk assessment; HSE kits contain basic first aid kit and meet minimum standards and BSi kit contents are based on HSE kits but contain a more comprehensive range of supplies as set out in the BS 8599-1 standard.

Useful External Sites...

If you want to know more about workplace first aid, please refer to the links below or contact our customer services team.



www.hse.gov.uk/firstaid



www.bsigroup.com/en-GB/industries-and-sectors/health-and-safety



<http://www.gov.uk/government/organisations/ofsted>



www.food.gov.uk/business-industry/hygieneratings

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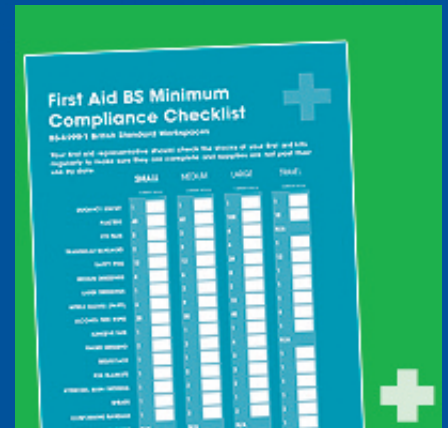
FIRST AID RISK ASSESSMENT

Help employers decide what first aid arrangements are appropriate for their workplace with this risk assessment template.



HSE MINIMUM COMPLIANCE CHECKLIST

A checklist detailing the minimum first aid content for businesses as recommended in the HSE guidelines.



BSI MINIMUM COMPLIANCE A checklist detailing the minimum first aid content for businesses as recommended in the BSI guidelines.

ALL AVAILABLE TO DOWNLOAD

Making the Most of your Marketing First Aid Kit

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