

“A perfect finish equals a happy customer”

“For us, the ‘perfect finish’ is a happy customer” says Dave Massey, commercial manager of Tomburn, an independent Powder Coating Company. “We believe that it is by focussing on what our Customer wants that Birmingham Powder Coatings and LBL Finishers, the two divisions of Tomburn, have achieved such success”. So what exactly has Tomburn been doing to achieve this ‘perfect finish’?

UNDERSTANDING PRECISELY WHAT OUR CUSTOMER WANTS

A famous man once said “People don’t



want 2 inch drills. They want 2 inch holes”. Our staff has been trained to work with clients to fully understand exactly what they require from us. Have they deadlines to meet? What special requirements do they have? What benefits can we offer them?

Only by understanding precisely what a customer needs can their high expectations be

fully met.

SETTING STANDARDS THAT EXCEED OUR CUSTOMERS’ EXPECTATIONS

In an increasingly competitive market it is the company that goes the extra mile, the one that exceeds their customers’ expectations, which will keep their customers’ loyalty. Year in, year out, Tomburn has demonstrated its willingness to do this by:

- Assembling delivered items pre and post finishing
- Delivering finished products to site on behalf of our customers, using our excellent logistical resources
- Repairing items that are received in a damaged condition
- Sorting bulk deliveries into separate orders and ultimately delivering them on to separate locations on our customers’ behalf
- These are just some of many examples of the way we go the extra mile to ensure that our customers will always think of us first when placing future orders.

PROVIDING SOLUTIONS THROUGH EXPERT ADVICE

Our customers have to keep their customers happy too. Architects, planners, main contractors, councils, etc., may all have different agendas and our customers’ need our expert advice to enable them to meet everyone else’s requirements.

A good example of this was the prestigious ‘Wall’ development in Utrecht, Holland. Although the architects had specified an anodised finish, in tests the overall result was proving to appear patchy and the colour seemed inconsistent. Our client turned to us for help and our experts got to work. Over a very short period of time they had developed a unique colour in a PVF2 paint finish which met all of the architect’s requirements.

TURNING CUSTOMERS INTO OUR BEST SALES PEOPLE

We have found that the excellent service we provide means that we have built up a substantial portfolio of loyal customers. In the past we have found that our clients become our best sales people by recommending us to potential new clients in the assurance that they will get service of the highest quality.

THE FINISH

We always remind our staff that we are providing a service. Our painted finish is something that is both aesthetic and durable and, most importantly, the last thing that is viewed. This is something that we can take pride in. The finish is important, and, as Dave Massey said, a perfect finish for us is a happy customer. Tel: 0121 459 4341

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