



CASE STUDY #2 – *Life Changing Experience*

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Introducing James McCormack now of Thatch and Fire Protection Services, who says:

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I have been in the roofing industry for over 20 years and specialise in thatch roofing. Thatch is a joy to work with and done well looks amazing. Of course, you don't need to be a master thatcher to know that it is a highly flammable material and that extra care needs to be taken in protecting the property against fire. This in turn is reflected in strict building regulations which are there for the protection of the building and the people who live in it.

Emily Wright, the director and general manager at Tusker approached me with an innovative new product known as PU28 Fire Barrier. It meets all the relevant BS standards for fire barriers and is available on rolls in a selection of widths.

I used the product myself on projects we had at the time and found it was excellent. This is where the life changing part comes: I was so impressed with it, I started talking to other people I knew within the industry and began supplying them. That side of the business took off so well, I created my own distribution company, Thatch and Fire Protection Services.

Now I still run my original thatching business as I don't think I could ever give it up. The distribution company is growing very well and I've even started to offer more products.

It's amazing what a difference just one product can make!

And now, Emily Wright, Director and General Manager responds:

It has been an excellent experience to work with James in the early stages of his distribution business. It's been great for us because of increased sales but even more important is finding new products in new markets for us as we move forward.

James is a shining example of how we can work with our distributors to maximise their revenue and create a successful business partnership.

We wish him well in the future and look forward to doing a lot more business together.