

# Discount Fire Supplies Ltd

Detection House | 72-78 Morfa Road | Swansea | SA1 2EP

FOR IMMEDIATE RELEASE

DATE: 26/12/2012

CONTACT: Tariq El-Hoss, +44 (0) 1792 452 700

## Discount Fire Supplies Sends Promotional Desktop Mobile Phone Holder With 2013 Calendar To Customers

***Fire alarm supplier Discount Fire Supplies have been busy with their new promotional activity - sending handy pop-up mobile phone holders to their customers in the fire trade ahead of the new year.***

[Discount Fire Supplies](#) have taken a new approach to their marketing activities with the aim of increasing their brand awareness through free promotional gifts. The first item they intend to give away is a branded cardboard mobile phone holder which will initially be sent to their large database of existing customers.

The card construction, which simply has to be folded into shape, features a cut-out seat for the customer's mobile phone (or similar device) as well as a handy 2013 calendar.

**"To date, Discount Fire Supplies have been fairly passive in our marketing activities and these phone holders are the start of increased promotional work to improve our brand and reach out to current and future fire trade customers."**

Designed to sit on the customers desk, Discount Fire Supplies hopes that customers will get into the habit of putting their phone in the holder during the working day and that the Discount Fire Supplies brand will become as familiar to them as any of the other items in their workspace.

Spokesperson for Discount Fire Supplies, Tariq El-Hoss, says, "To date, Discount Fire Supplies have been fairly passive in our marketing activities and these phone holders are the start of increased promotional work to improve our brand and reach out to current and future fire trade customers."

60% of the available phone holders are initially being sent to individuals in the fire trade who have already completed purchases on [discountfiresupplies.co.uk](http://discountfiresupplies.co.uk). These existing customers should receive their complimentary pop-up desktop mobile phone holder by the beginning of the new year. The remaining 40% will be retained to send with orders made by new customers throughout the beginning of 2013.

Members of the public or other interested parties who have not purchased from the Discount Fire Supplies website in the past will also have the opportunity to get their hands on a pop-up phone holder. To qualify they will first need to follow [@firesupplies](#) on Twitter and then look out for messages that the company will periodically release about the phone holders and how to get one.

As previously mentioned, this is but the first of a new wave of marketing activities from Discount Fire Supplies for 2013. Further information about what to expect from the company over the new year will be detailed in a post to be published on the [company's blog](#) at the beginning of January.

### **About Discount Fire Supplies:**

[Discount Fire Supplies](#) is an online retailer of fire alarms and safety accessories and aims to become the UK's premier fire alarm supplier. They have a large stock-holding and good

relationships with all major manufacturers allowing them to be competitive on price and choice.  
All enquiries can be directed to Tariq El-Hoss on 01792 452 700 or [info@discountfiresupplies.co.uk](mailto:info@discountfiresupplies.co.uk).

#####