

Press Release: DRS Doors Ltd

7th December 2015

Suffolk-based Firm Plans to Open New Doors

Based in Suffolk, DRS Doors specialise in the supply, installation and maintenance of commercial door systems and entrances. The company was established in 2000 by founders with over 50 years combined experience within the industry and has been well equipped to provide an extensive range of solutions, services and products to meet and exceed the expectations of clients over the past 15 years.

Offering a bespoke door design and manufacturing service, DRS operates within its own dedicated in-house facility, which includes in-house powder coating, a means of operation that assures low cost and high quality doors sets. In addition, the company operates a full machining workshop which enables the production of many parts now classed as obsolete by the manufacturer, assisting the maintenance and repair of discontinued products.

Although the DRS base is located on the Notley Enterprise Park in Great Wenham in Suffolk, DRS offers high quality products and fantastic customer service to clients across the Eastern region thanks to the strategic placement of field-based engineers. Clients include the NHS, British Gas and the Co-operative Society. DRS also supports and supplies many other door repair companies throughout the UK and beyond.

A New Look for DRS

DRS have recently appointed Norwich advertising agency Flying Saucer to overhaul their brand and marketing material. The new brand and associated offline and online literature serves to convey the entire scope that the company offers whilst refocusing the business on the customer and customer service. Brian Thomas, Managing Director of DRS, explains:

“We are proud of the business we have built up over the years and the customers we have helped. But we felt the time had come to step up our marketing activity and to help increase our company’s profile and market share. We have big plans for further development over the next few years and needed an updated profile for the business to reflect this.”

The new brand is dynamic, distinctive, modern and realigns the company within the competitive commercial door market. Jason Vickers, Managing Director of Flying Saucer, says: ***“We were delighted to be appointed by DRS to reinvent their brand and associated marketing material. Working alongside them, we have devised and designed a look that is fresh, professional and forward thinking.”***

Jason adds; ***“DRS have achieved great success in building strong customer relationships through the high levels of service and product knowledge. The business now faces new challenges as it implements a strategy for business growth in the coming years and we’re excited to be helping them achieve these goals.”***

Avoiding Mobile-geddon!

As well as a new logo and marketing literature, the company now has a responsive mobile-friendly website. A few months ago Google launched a ‘mobile-friendly’ algorithm update. This rewards businesses that have actively taken steps to ensure that their website is mobile-friendly. Jason Vickers says: ***“The DRS website is now Google-friendly and optimised to ensure greater engagement, better interaction and will encourage repeat***

visits. Users who are left frustrated by a website's design, or who struggle to find what they are looking for, are highly likely to navigate away from your site and onto your competition. We therefore spent a great deal of time creating wire frames in an attempt to develop efficient and relevant user journeys.

In conclusion, Jason adds: *"The result is a clean and simple responsive website design for DRS, which reconfigures and prioritises content to suit the device it is being viewed on. When a user visits the website they will now be presented with a well-structured, aesthetically pleasing and engaging user experience."*

To learn more about DRS, their services and forthcoming developments, visit their website at www.drs-doors.com. You can also keep up-to-date by following them on **Facebook** and **Twitter**.

(ENDS)

Note to Editors

Further information about DRS can be found at:

Website: www.drs-doors.com

Facebook: www.facebook.com/DRSDoorsLtd

Twitter: www.twitter.com/DRSDoors

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