



THE PEOPLE
BEHIND SECURITY



HELLO.

We're ADI, the leading distributor of security and fire technology products, who have been around for over 30 years. We stock everything from CCTV cameras to fire solutions, boasting the widest range of security products in the UK. So whatever you need to satisfy your customers' requirements, we've got a solution.

It is likely that we've crossed paths before, because we have 28 branches in the UK alone. And with branches on everyone's doorstep around the world, it's easy to get in touch wherever you are.

We believe it's people that make the difference. Our staff live and breathe our values and use their passion and specialist knowledge to deliver the best security solutions. We're truly a company powered by people.



THE ADI DIFFERENCE:

"Our relationships, support, product range and accessibility help you get the best security solutions wherever you are."

RELATIONSHIPS

We're passionate about all things security. Our caring, dedicated team go the extra mile to form strong relationships with our customers, to provide the knowledge and experience you need for total peace of mind.

SUPPORT

We'll help you win business and support you throughout the installation process to help you retain customer loyalty.

PRODUCT RANGE

Because security and fire can't be done by halves, we're the only global distributor who covers all product categories. So whatever your business needs, you'll find it at ADI.

ACCESSIBILITY

As well as having 28 branches in the UK, we operate all over the world, so we're never too far from where you do business.





IT'S NOT BUSINESS, IT'S PERSONAL.

Everyone has a passion in life, we have three; security, fire and people. We believe that success in our industry comes from strong relationships.

So it's no wonder people are at the heart of everything we do. Our team really do care, which is why we make sure our staff are experienced in all areas of the industry, meaning you'll always have an expert on hand.

In our business it's not always what you know, sometimes it's who you know. Over the years we have built solid relationships with the leading security and fire manufacturers throughout the industry, meaning we can pass this benefit on – to save you time and money.

In fact, last year alone 25,000 customers in Europe benefited from our expertise.



SUPPORT

BEHIND YOU ALL THE WAY.

Good things come in threes, with our support service being a prime example. We'll help you before, during and after a project.

1 HELPING YOU WIN BUSINESS

- Financial support for the best solution
- Free site survey and design support
- Free demonstrations and sales support
- Price support for large projects

2 HELPING YOU INSTALL

- Free technical support
- Pre-configuration (IP addresses, servers, hardware, software integration)
- Commissioning
- Screen printing services
- Inventory management on projects
- Technical field support

3 HELPING YOU BUILD CUSTOMER LOYALTY

- Free pre and post-installation technical support
- After sale support and advice
- Open and bespoke training programmes





PRODUCT RANGE

PASSIONATE ABOUT PRODUCTS.

We're always looking to improve our product range, which takes some doing as it's the widest in the UK. We're the only distributor to offer all security and fire categories, with more than 21,000 products and 250 brands.

Our product categories include:

- Video & Network Solutions
- Intrusion
- Access Control
- Fire Detection
- Power
- Cable & Hardware

You can find everything from state-of-the-art solutions to off the shelf security products. Not forgetting that we have 30+ Product Managers across Europe searching the globe for range innovations, which allows us to bring the very latest products to you.

As a company that has the advantage of selling all security and fire categories, we will always make the best partner for both small and large projects.



ACCESSIBILITY

WE'RE HERE, THERE AND EVERYWHERE FOR YOU.

When it comes to getting in touch, you can be safe in the knowledge that you'll always be talking to a person. There are 28 branches UK wide to help with all your security and fire needs. But if you can't see us in person, we deliver throughout the UK and provide 24/7 online ordering.

Our delivery service takes the security to wherever you are. And we'll keep you updated on your order by email or SMS.

You can choose the best way to get in touch with us. We have a team of experienced account managers and technical support representatives that can support you on site or on the phone.

And if that's not flexible enough, we'll just bring the security to you. We host 3 Expos in the UK every year that attract over 50 manufacturers.



WE'RE HERE TO HELP.

250 people in ADI UK,
28 UK branches,
180+ branches world wide.

Sales & Support:
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ADI
GLOBAL DISTRIBUTION