

# SELFRIDGES SELF CONTROL



# swift

FIRE & SECURITY

Swift Fire & Security provide CCTV monitoring and maintenance.

When required, we provide the whole control room!

When Swift Fire & Security were invited to refit Selfridges control room via Norland Managed Services, their team of designers were only too keen to provide opportunities to use a recording system that provided much more than just surveillance.

CCTV systems in a retail environment installed by Swift, in addition to the conventional security benefits, may be used as a way of assessing Health and Safety, Marketing and Point of Sale displays.

A combination of 8 Dedicated Micros Digital Video Recorders, combined with a Bewator matrix, controls over 100 Closed Circuit Cameras in the Trafford Centre's flagship store. The design however, is only one fraction of the relationship between Selfridges and Swift Fire & Security as onsite Security Manager, Julie Edwards explains:

'Swift Fire & Security has developed an internal CCTV solution with this particular Selfridges store for the past 3 years. Their dedicated engineering support has always maintained a high level of service and allowed Selfridges to understand how we can use technology to assist the day to day running of our business. We have become reliant on Swift's response levels and can confidently trust Swift to manage our systems. There really was only one choice when it was decided to upgrade our control facility'.

Swift Fire & Security look forward to satisfying our clients now and for the future. If you would like to know more about how Swift can assist your business facilities, please contact the Marketing Department on 0161 872 6262 or alternatively e-mail [marketing@swiftplc.com](mailto:marketing@swiftplc.com)

**SELFRIDGES & CO**

**YOUR BLUEPRINT TO A SECURE FUTURE**