

## **EXHIBITOR SPOTLIGHT**

*"FIREX International provides us with an excellent opportunity to showcase our products to the fire and safety industry. It gives us a specific environment to meet both current and potential clients and also provides us with a platform to showcase our innovations to this core market."*

**- TOA -**

# About TOA

TOA has continued to strengthen its role as an innovative leader and redefined the standards of technical improvement.

Founded in 1934 in Kobe, Japan, TOA benefits from 80 years of experience in research, development and the international sales and marketing of numerous products in the fields of voice alarm and public address systems. Our long standing know-how guarantees proven quality and the upmost peace of mind when buying and installing our products.

We pride ourselves that our knowledge in voice alarm and public address

systems creates acoustic sound fields for millions of people to make lives safer and communication easier.

It is our goal to provide our clients with high quality, dependable and reliable systems combined with the very best sound quality offering the ideal acoustic solution for a range of applications including retail outlets, stadiums and arenas, transport hubs, offices, industrial units and educational institutes. We are proud to have been one of the first companies to develop fully EN54 compliant voice alarm systems.

*Part of the global TOA family TOA Corporation (UK) Ltd is located in Leatherhead in Surrey in the United Kingdom.*







**Ian Bridgewater**

Director

Technical Sales Manager

*“Exhibiting at FIREX is an integral part of our exhibition calendar. It is important that our global brand, focussing on our voice alarm and public address systems, has a strong presence at the show allowing us to create greater awareness of our products and the new innovations that we are bringing to the market. Clients and potential clients benefit from our 80 years of experience and exhibiting strengthens our role as an innovative leader in this field.”*

*- Ian Bridgewater -*

## About FIREX International

**FIREX International is the UK’s largest hub for the fire safety sector.** In 2019 it welcomed thousands of global professionals from **73 countries**, boasting a **combined annual purchasing budget of £6.3 billion.**

Visitors come from construction, manufacturing, government and more, representing the whole spectrum of fire safety professionals, with the goal of

sourcing innovative products, gathering the latest fire protection updates and learning best practice from industry bodies.

# TOA at FIREX 2019

- **What were the primary business goals for your company at FIREX 2019?**

We view FIREX as the industry window to the fire and security market. It is the ideal opportunity to discuss products and innovations in this field and helps us identify new clients and opportunities whilst promoting and launching our latest product ranges, helping us develop our global business internationally.

- **Do you feel that FIREX 2019 helped you achieve these goals?**

FIREX is one of our key exhibitions for raising our profile in the fire and safety industry. It provided us with opportunities to meet our key customers and enables us to showcase our product ranges and our international brand to potential clients and partners.

- **What kind of ROI did you achieve from exhibiting at FIREX 2019?**

FIREX enables us to raise our profile within the fire and safety industry. We use the platform to increase awareness of our international business operations and our global presence in this specific market place. It gives us the chance to create forums and meeting opportunities with our existing client base but also to develop new business relationships.

- **What did you find most valuable about FIREX 2019?**

FIREX gives us the opportunity to meet our global market as it attracts both UK and international visitors. It allows us to showcase our latest products

to important clients from across the fire and safety industry and gives us a platform to speak about the innovations we have introduced into our voice alarm and public address portfolio. It also allows us to speak with other industry experts and gauge how the market is moving helping us formulate our future research and development plans.

*“FIREX enables us to raise our profile within the fire and safety industry. We use the platform to increase awareness of our international business operations and our global presence in this specific market place.”*

- **How did you promote your involvement?**

We used our extensive online profile across our social media platforms to promote our presence at FIREX 2019 using the marketing tools and links provided to direct our clients to registering for the exhibition. As well as direct mail to our client base we worked with industry magazines to showcase the new products we would be presenting and where potential clients could find us at the exhibition.

We also took the opportunity to have an enhanced listing in the show guide as we felt this would direct potential new customers to our stand who were not previously aware of the TOA brand.



• **How do you find events when compared to other types of marketing?**

FIREX gives us direct access to a core division of our global business and the key players within the fire and safety industry. It is important to TOA that this is specific to this market and allows us to direct our marketing initiatives to the specific products that we have in our VA/PA portfolio.

• **Are you planning on launching any new products in the next 12 months?**

We will be launching the IP-1100 system in 2020. The IP-1100 uses the latest in IP technology to create an advanced PA management system. Particularly suitable for schools and educational institutes it allows the control and management of all PA broadcasts, including real-time, from a dedicated intercom control unit allowing direct communication between rooms.

The IP-1100 System can also operate in external areas such as athletics facilities when installed with our highly intelligible and compact IP horn speakers. With their powder-coated finish and stainless-steel screws TOA's IP Horn Speakers are designed to operate at extreme temperature ensuring their weather-proof capabilities.

• **Will you be returning to FIREX 2020?**

Yes, we'll be at stand no: FX920. We have actually increased our floor space for 2020 and are creating a new stand profile to give us a greater presence than previous years.

• **And looking forward, what do you see as the biggest industry trend in the coming 12 months?**

IP Technology. It has been available for quite a while but introducing it into VA/PA systems is being heavily driven by the security market as it allows greater flexibility and control. Before IP, fixed wiring meant you couldn't change certain things but IP is extremely flexible enabling you to control the system by individual speaker, groups of speakers or all speakers, even connecting different buildings around the country.

With the ability to access a system with remote monitoring you don't even have to be in the same building or even country to change paging announcements making it ideal for the security industry. As bandwidth is growing with faster speeds and we have a larger network capacity so the option to use IP is increasing, everybody wants to be on the network and have complete remote access.

# VISITORS TO FIREX 2019

**4%**

increase  
in visitor  
numbers

**£6.3**

billion combined  
visitor spending  
power

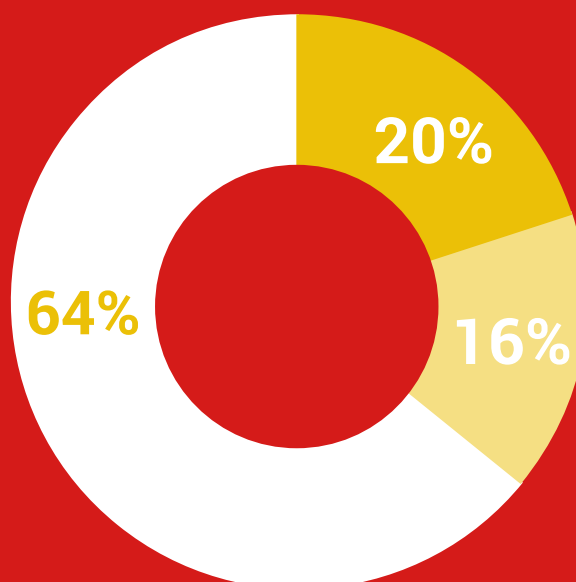
**42%**

with a budget  
over £500,000

**64%**  
END USER

**20%**  
MANUFACTURER /  
DISTRIBUTOR

**16%**  
INSTALLER /  
INTEGRATOR



**ENQUIRE ABOUT EXHIBITING >>**

## EXHIBIT AT FIREX INTERNATIONAL 2021 12-14 July 2021, ExCel, London

If you are interested in exhibiting contact:  
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Co-located with:

**IFSEC**  
INTERNATIONAL

**FACILITIES**  
SHOW

**SAFETY &  
HEALTH** EXPO

**INTELLIGENT**  
BUILDING EUROPE

**WORKPLACE**  
WELLBEING SHOW