



◀ André Clainquart Founder and company director André Clainquart (SARL) in Orchies (in the north of France)

What do we have in common? When it comes to quality and service, we are both equally demanding

Quality is our guiding principle

He has many years of experience and has always worked towards the same goal: to guarantee his customers long-term satisfaction. André Clainquart began his working life in a simple corner shop and went on to set up his own company specialising in sales, installation and repair of heating systems, together with renewable energies, plumbing, bathroom appliances and bathroom design. Today, 10 people work alongside him offering top-quality products and services to clients in Orchies and a broad surrounding area.

THE QUALITY OF THE EQUIPMENT WE SELL MUST BE IMPECCABLE

Our reputation depends on it. Our customers must be able to say that when they turn to Clainquart they receive sound advice, that the equipment we offer is precisely what they need and that its installation is trouble-free. We often get new customers through word of mouth. So our customers have to be happy with the quality

of our products and services if we want to guarantee our long-term future: one happy customer brings in ten new ones! That is why the principal brand of radiators we offer is Radson. We have never had any problems with their products, regardless of which models our customers choose. With Radson we can guarantee them a quality product. And peace of mind, which is as invaluable for our customers as it is for us.



A WHOLE RANGE OF SOLUTIONS FOR OUR CUSTOMERS

We mainly sell our products to private customers. And Radson helps us provide the right answers to their problems. It is a brand with a huge range of products and a variety of different capacities, dimensions and custom-designed finishes. With their range of tubular towel driers, Compact, Vertical, Delta, Integra, Kos and Faro radiators and the new Tinos and Paros models, the perfect solution can always be found – one which marries impeccable quality with affordable prices.

RELIABILITY GUARANTEED

We are constantly striving to promote our products and services and to move what we offer upmarket. That's why our company is located in a retail area directly overlooking our showroom. It is a magnificent showcase for our products. Current highlights are the new Radson Tinos and Paros radiators which are superbly displayed. The showroom allows customers to actually see and touch different models of radiator rather than just look at pictures of them in a catalogue. We also organise open days every year. And on these days, in addition to posters in our showroom, we promote

the Radson brand in our advertising. Its excellent reputation cannot but reflect well on ourselves.

INNOVATION IS A CONSTANT GOAL

This year, Radson created Tinos and Paros, stylish designer radiators. There have also been additions to some ranges, such as Kos and Faro, now available in 1m50. Our sales are currently rather higher in the Kos range, which is in line with current trends: people are more concerned about the appearance of their homes. By embracing developments in the Radson brand, we have been able to meet our customers' needs more fully and guarantee our own growth.

RADSON GIVES US SOMETHING MORE

We participate in Radson's loyalty programme. By earning points, we win prizes. These can range from a baseball cap to a polo shirt, a plasma screen or a mobile phone. Whenever we sell a Radson radiator, we collect a certain number of points. And, at the end of the year, we can ask for the gifts we want. As company director, that means that I can say thank you to the people who work for me because Radson thanks me for working with them. It also allows me to

give greater responsibility to my installers: participation in the programme means they have to recover the label with the radiator's barcode, and that serves as a good way to make them remember what they installed.

QUALITY IS KEY, AS IS SERVICE

Radson's range is widely stocked by our wholesalers, which is an advantage. And when it comes to requests for specific sizes and colours, Radson is very quick to respond. That is especially important when we have to carry out installation work within given deadlines. It is essential for us to work closely with partners who are able to meet our demands and our customers' expectations.

WHAT ABOUT THE FUTURE?

We work in close collaboration with the brand representative in the north of France, Matthias Lemaire, who personally provides us with presentations of new products. Radson is a brand which provides a service to us, which supports us. If we encounter any problems, we seek the solution together. Impeccable quality, excellent service, a huge range of products and affordable prices... Our only wish is that nothing ever changes. ■

