

Securus: "The financial benefit is obvious"



If there is something we all understand well, it is that people have an inbuilt resistance to change - which applies to business and business processes, too. This resistance is due to the fear of the unknown or, in some cases, just the comfort of sticking to the familiar. However, this resistance to change could stop you and your business from growing.

Dolphin Bay has introduced a change in the titration process, Securus AT, and while some customers are wondering whether they should consider it at all, others are jumping at the opportunity.

As described in our previous newsletters Securus AT performs titrations digitally, eliminating human error in the calculation process. This saves time, results in better accuracy, cuts down on wastage of both preservative and treated timber, and ensures delivery of an excellent product.

AC Whitcher is the latest of our clients to sign up for the technology. The company's CEO Shaun Westcott says he signed up for Securus AT because "the financial benefit is obvious".

"Two people doing titrations can come up with different readings. But when titrations are accurate and human error is eliminated, there are significant cost savings. This is a high-tech, groundbreaking development for our industry."

"It's fantastic to see how treatment operators can now just press a button on the Securus AT unit, and see the exact solution strength," says Bertus. "Not all great ideas are complicated. Like Securus AT, they can be really simple, too."

"Securus is the future, and should be seen as a critical part of your equipment. So much depends on the accuracy of the treatment. Customers should actually ask why this has not been developed earlier."

Our sales representatives are excited about the opportunity of showing interested customers how the unit works.

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