#### Winter Product Innovation

# **SETON**Solutions for a Safe, Secure Workplace Offering you Exclusivity and Innovation!

As a leader in Health & Safety, Seton is focusing on innovation more than ever as a way of assisting customers to meet their ever-growing Health & Safety challenges. It is crucial to appreciate the importance of listening to the customer to drive innovation. "Our best ideas come from our customers, they spend far more time using our products than we possibly can". Understanding the issues our customers are facing and the value we can design in to products to make their tasks easier and more efficient is at the heart of each product development. Its also critical to analyse the cost of each feature versus the perception of value to the customer - this helps to prioritise features and ensure we meet the customers expectations. One of our latest products to market is the "Ultimate Grit Bin"....



**Paul Ingleby** Director of Innovation

This is what over 200 customers told us...

**59%** ····

**Issue:** Salt gets damp and solidifies

**Solution:** Create a "moisture control system" to stop salt from getting wet and hardening

38%

**Issue:** Lockable to prevent pilfering

**Solution:** Offer multiple locking options

**28%** ····

Issue: Bins can be damaged and not durable enough

**Solution:** Hard-wearing, heavy-duty bin

### Other customer suggestions

#### Issue:

#### **Solution:**

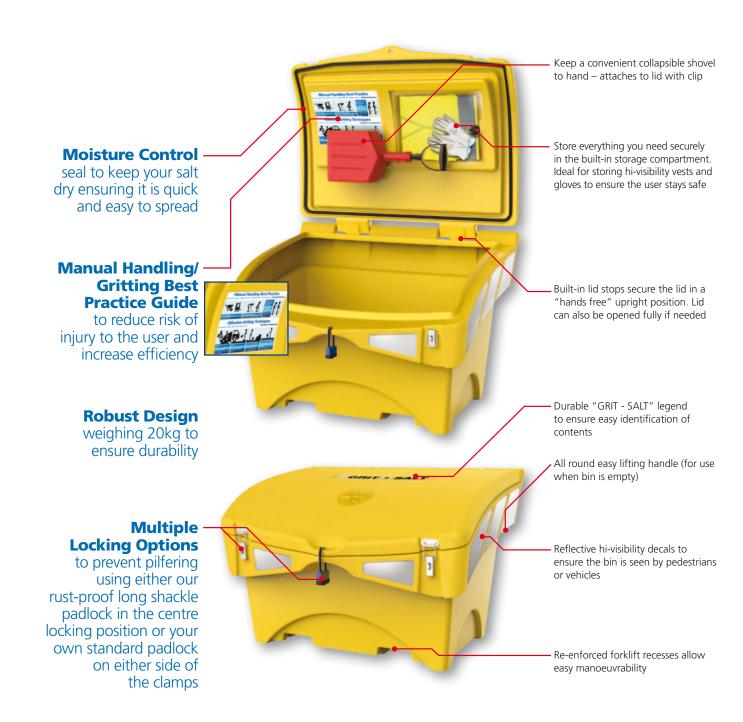
**Gritting best practice guide** 

Storage for shovel, hi-vis vest and gloves

Lowered front opening and hands-free lid stops

Call 0800 585501 • Email sales@seton.co.uk • Visit www.seton.co.uk

## **Introducing The Ultimate Grit Bin**



**Prices from** £239.95

Call Seton on **0800 585501** 

Clear scale on side of bin allows easy identification of how much salt you need to order. (Scale is in litres & kg). Each of our bags of salt weighs 25kg



Save storage space with the option to stack when not in use

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