

Pac-Man Awards 2019
Detailed Summary of our Business

Section 1 – Compliance etc

For over ten years, A Plus Service Centre have been the one stop shop for all our customer's needs motoring needs in North Wicklow. We maintain all makes of cars, 4x4's and light commercial vehicles. Our wide range of services includes everything from Tyres, Servicing (along with all mechanical work), Crash Repairs and more recently Car sales! Giving our customers a great service is very important to us here and we are open 6 days a week including all day Saturday to accommodate their busy schedule.

The business started out with just myself and one other, but through hard work and long hours, we've broadened the services we offer and increased our staff to seven including myself. Since starting out we've joined the SIMI, become an approved AA garage, and became members of the ITIA, a Goodyear Dunlop Tire agent and more recently Repak ELT along with being invited to join the Shell Quality Service Network.

Right from the start we have always adopted a policy of not selling part worn tyres which comes from a very simple philosophy – If I wouldn't put it on my car, then I wouldn't put it on anyone else's either. I would never risk anyone's safety for the sake of a few Euro. This mature policy fed into how we treated our waste tyres, ensuring we only dealt with reputable waste companies that handled our waste in an ethical fashion and not fly-tipped them or buried them as was often the case.

When a potential customer asks for a 2nd hand tyre, we remind them of the potential dangers with them, stress the greater longevity of a new tyre and how a new tyre is the smarter long term alternative. We also make potential customers aware that if they're buying tyres for cash – which is often the way with 2nd hand tyres, that it is unlikely the outlet/garage they are buying from are disposing of the older tyres in an environmental manner.

We have always been committed to meeting and exceeding the best practices in the tyre and the larger automotive trade. We only hire qualified mechanics and trainees under apprenticeship so as I am not from a motor trade background, I undertook a Tyre Fitter course in 2012 which was an ITIA initiative designed to raise standards. A Plus Service Centre subsequently became an Authorised Tyre Fitter Outlet in 2014. During this time, I had two periods on the governing board of the ITIA, where these initiatives were envisaged and implemented along with Tyre Safety week and a Tyre Safety Road show.

During the years 2010-2012 we ran an annual event in Tesco's of Bray where we checked customer's tyres (thread depth, condition & pressure) and advised them accordingly. There is a photo graph on page 8.

Since the inception of Repak ELT (membership no. 922), our monthly Returns are done in a timely manner and we've passed our Audit. A Plus Service has volunteered to assist Repak ELT by surveying cars, 4x4's and light commercial vehicles over the last two 'Hell & Back.' (See photos page 7) These surveys help provide both information on tyre conditions for policy making and to highlight to 'Hell & Back' attendees along with the wider community that Repak ELT are out on the ground checking tyres. Approximately 1,000 vehicles were checked on each occasion. It is very important that Repak ELT are seen doing this compared to a garage as motorists recognise that Repak ELT are neutral but may feel that a tyre outlet/garage might only be checking their tyres to make sale.

All of our tyre sales are retail sales. We do not buy tyres from outside the state, preferring to only deal with approved Repak ELT suppliers, primarily Goodyear Dunlop Tires and Renew Tyres.

Section 2 – General Waste policy

Since we opened 10 years ago, we have always taken the handling of our various waste types seriously. Our tyres, Oil & filters, Batteries & Steel (e.g. engines, larger metal parts etc) have always been collected by an appropriate and reputable waste collector. Our tyre waste collector was always a member of the ITIA or Repak ELT.

We have two large bins for waste – a recycling bin which, as all of our staff are encouraged to recycling as much as possible, always fills quickly with cardboard packaging etc. We have another for general waste. All of our office waste is put into the recycling bin. We were regularly inspected by our local council (Bray Town Council, now Wicklow County Council) and never found wanting.

Four years ago we fitted an electric charging point on our premises, making us one of the first independent Garage's in the country to do so. We also helped one staff member by getting him a bike through the Bike to work scheme.

Section 3 – Advertisement of membership etc

We regularly advertise in the Local papers, Radio (Including an interview on East Coast Radio relating to Tyre Week a few years ago) and on social Media (Facebook) that we were members of the ITIA, a Licensed Tyre Outlet and now a Repak ELT member. (See various examples on pages 3 & 4 below – we could have shared more examples however it put us over the 8MB limit)

As mentioned above, we only sell new tyres. When we sell out a tyre, we state on the invoice that the tyre price includes the VEMC charge. (See copy of sample invoice attached. I used a record from an internal car because of GDPR). The invoice also gives the customer the tyre ratings so they can make informed decisions around tyre choices.

Tesco Roadshow as detailed above (See photo on page 5)

The Repak ELT logo is on our van (See photo on page 6)

We have Repak ELT information in our waiting room, plus our membership certificate is in a prominent place in our office where customers will see it. (See photo on page 8)

Our membership of Repak ELT is included in our email signatures. (As below)

Members of the SIMI, AA & Repak ELT
Proud members of the Bray Chamber of Commerce
A Shell Helix Quality Service Network Outlet

Our membership and its benefits are on our website (Unfortunately our website was compromised and is currently being rebuilt)

Conclusion

We are proud of our membership and see it, not only in environmental terms but also as giving us a marketing advantage over non-members. We firmly believe in the new system of tyre reporting. It should significantly improve waste tyre collection and recycling over time, plus highlight outlets that

are not compliant. To make it a greater success, we feel that there needs to be a robust approach to non compliant outlets either to help either bring them into line or force them to close.

Various Newspaper, Magazine and Facebook Advertisements (As detailed above)



The advertisement is a vertical rectangular graphic with a blue border. At the top left is a small blue square with a white 'f' and the text 'join us'. To its right is the logo for 'A+ SERVICE CENTRE', where the 'A' is large and black, the '+' is red, 'SERVICE' is in red, and 'CENTRE' is in black. Below the logo, the address '1a Oldcourt Industrial Estate, Boghall Rd, Bray, Co. Wicklow' is written in white on a blue background. Underneath the address, 'LICENCED TYRE OUTLET' is written in yellow. This is followed by 'SERVICING ALL MAKES OF CARS, 4X4'S AND LIGHT COMMERCIALS' in yellow. Below that, 'OPENING HOURS: Mon to Fri 8am - 6pm. Sat 9am - 5pm.' is written in white. A red horizontal band contains the text 'FREE TYRE CHECK' in large white letters, with 'for Defective or Dangerous Tyres' and 'Defective Tyres can cause Deaths' in yellow below it. At the bottom, 'Contact us on: 01 2866815' and 'www.apluservicecentre.ie' are written in blue.

A+ SERVICE CENTRE

1a Oldcourt Industrial Estate, Boghall Rd, Bray, Co. Wicklow
LICENCED TYRE OUTLET
**SERVICING ALL MAKES OF CARS, 4X4'S
AND LIGHT COMMERCIALS**
OPENING HOURS: Mon to Fri 8am - 6pm. Sat 9am - 5pm.

FREE TYRE CHECK
for Defective or Dangerous Tyres
Defective Tyres can cause Deaths

Contact us on: **01 2866815**
www.apluservicecentre.ie



FREE Mini Valet
(worth €25)

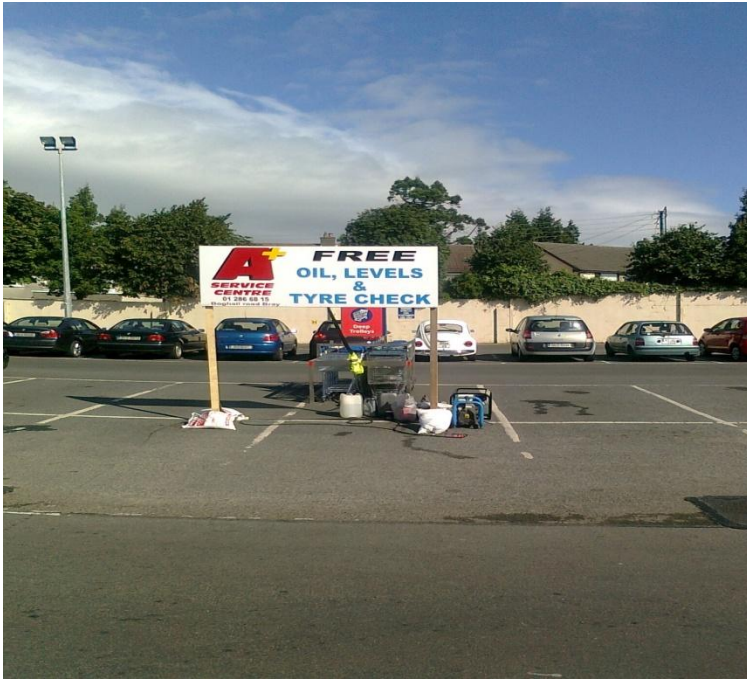
FREE MINI VALET (worth €25) for all
FULL SERVICES
on Cars, 4x4's & Vans carried out in **AUGUST**.
Mini valet includes washing exterior,
vacuum inside & cleaning of dash.
In commercial vehicles the interior clean is restricted to the cab only.

Work done by Pavel in Boghall Valeting Centre!

A Plus Service Centre • 1a Oldcourt Industrial Estate Boghall Road, Bray, Co. Wicklow
Ph: 012866815 • www.aplusservice.ie
Members of the SIMI, AA, ITIA & Repak • Members of the Bray Chamber of Commerce

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Tesco Road show



Our Van with Repak Logo



Myself & my son doing checks at Hell & Back



Repak ELT Information Material in waiting Room

