



**Client:** Bespoke Cycling  
**Aim:** To protect the significant investment across three new stores in the heart of London.

**Amthal Fire & Security Rides High with Bespoke Cycling. Amthal Fire & Security has geared up to meet the security challenges of Bespoke Cycling, installing latest smart systems into three of the high-end bike specialist's newest stores in Central London.**

Bespoke Cycling, with latest stores in Canary Wharf, Gresham Street near St Paul's and Jermyn Street presents the world's finest cycling products and cutting edge 3D and 4D technology that aims to bring performance and enjoyment gains to its clients.

With significant investment in each of its store locations, Bespoke Cycling was keen to offer the highest level of protection for the benefit of staff and visitors on site, and partnered with Amthal Fire & Security, who following a survey of each site individually, specified a unique security solution.

As well as installing latest intruder alarms, Amthal Fire & Security also added smart CCTV and specialist electronic article surveillance tagging (EAS) to prevent shoplifting. The installation was seamless and worked around Bespoke Cycling's fit-out schedule to ensure minimal disruption to each store.

*"At Bespoke Cycling our desire is to marry world-class products, professionalism and integrity with a level of customer service and support that is unique in the industry. This is something we vehemently want to protect and looked to the security industry to source the latest solutions to ensure our products, staff and visitors are safe and secure.*

*Amthal Fire & Security instantly stood out with the level of care and attention paid to ensuring the right security system was selected for our purposes. Not only did they complete a full site survey at each site, but then worked out a works programme for the installation process to operate within our very tight fitout schedule. The result is a seamless integration of security which is hardly noticeable and can be managed centrally, to offer powerful protection."*

**Says Liam Lynch, Operations Manager of Bespoke Cycling.**



DAVID WILLIAMSON OF AMTHAL FIRE & SECURITY ADDED:

**"BESPOKE CYCLING PRESENTS A UNIQUE OFFERING TO ENSURE BIKE AND RIDER ARE MATCHED PERFECTLY AND SCIENTIFICALLY. WITHIN THEIR STORES THERE IS AN OBVIOUS NEED TO PROTECT THE HIGH VALUE INVESTMENT IN BIKES AND ACCESSORIES ON DISPLAY. IT WAS THEREFORE ESSENTIAL THAT SPECIFICATION AND INSTALLATION WAS CAREFULLY PLANNED WHILST ONGOING MAINTENANCE CONTINUES TO EVOLVE WITH THE EXCITING DYNAMICS OF THE STORE.**

**"WE WILL CONTINUE TO WORK CLOSELY WITH THE TEAM TO ENSURE THEY ARE COMFORTABLE WITH THE SECURITY MEASURES IN PLACE AND FEEL IT IS BY ITS NATURE 'PROTECTING WHAT'S PRECIOUS' FOR BESPOKE CYCLING, ITS STAFF AND VISITORS."**

INDEPENDENTLY OWNED, AMTHAL FIRE & SECURITY IS DEDICATED TO SATISFYING END USER NEEDS FOR SECURITY, SAFETY AND CONVENIENCE. OFFERING DESIGN, INSTALLATION, SERVICE AND REMOTE MONITORING OF ADVANCED ELECTRONIC FIRE & SECURITY SOLUTIONS, INCLUDING INTRUDER, FIRE, ACCESS AND CCTV SYSTEMS.

AMTHAL FIRE & SECURITY IS ACCREDITED BY THE SECURITY SYSTEMS AND ALARM INSPECTION BOARD (SSAIB) UNITED KINGDOM ACCREDITATION SERVICES (UKAS) AND BRITISH APPROVALS FOR FIRE EQUIPMENT (BAFE.)

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