



#3 SO-NEWS 11/2020

### Our newsletter becomes SO-NEWS!

All SORHEA's news: product information, events, our best realisations, news of Vitaprotech group...

### Did you hear about a topic that isn't in this newsletter?

Visit our [website](#), in the [News section](#) or contact your sales manager for more information.

## # PRODUCT FOCUS

### Our MAXIBUS UNIVERSAL hub's new features!

The end of 2020 was the perfect occasion for us to launch the new version of our MAXIBUS Universal hub.

In addition to the **centralisation of the different product's alarm information in a single point**, MAXIBUS UNIVERSAL now includes new features to make it **easier for you to configure and assure the maintenance** of all your detectors, in total security.

#### Its new features:



MAXIBUS is now compatible with 802.1X networks



MAXIBUS Universal is DHCP compatible



MAXIBUS Universal can interface with other systems with its API

[Learn more on MAXIBUS](#)

## # BUSINESS APPLICATION



**BUSINESS APPLICATION**  
**SEVESO**  
**SITES**

**According to European directives, SEVESO sites, major accident risk areas, must maintain a high prevention level.**

Intrusion detection appears to be **one of the first solution implemented** for good hazard prevention.

Particularly sensitive and delicate environments, SEVESO sites require **special attention in terms of security.**

SORHEA offers specific solutions specially developed for you, which can be adapted to all required security levels: ATEX box zone 1, double envelopes, non-metallic infrared product, IP65 control units...

**SORHEA's strength?** Its customised solutions, designed from your specific requirements, and its ability to find the security solution best suited to your problematic and your site.

**Our solutions for SEVESO sites securisation**

## # SUCESS STORY

### # HEAD OFFICE OF A BANK IN STRASBOURG

**The security challenge our client gave us?**

Intercept an intruder within 30 minutes maximum.

**The selected SORHEA solution:**

On this site, the infrared barriers could not be installed on the perimeter (not enough space). We suggested the installation of G-FENCE cable on the existing fence to detect the fence cut-off, and MAXIRIS infrared barriers installed at the top of the fence to detect the crossing.



**This project particularity:** The specifications were very detailed concerning the infrared barriers.

We had to mechanically modify our columns and customize them with a requested color to keep the final solution discreet.

**To bring this project to life, every SORHEA's department was involved:**

The **industrialization department** made the columns plans and checked the project viability. The **production team** manufactured custom-made barriers to precisely meet the specifications, and many other collaborators worked on this project, from the

implementation study to the installation.

**This is one of many SORHEA's strength**: using everyone's expertise for a customised solution.

## # DEDICATED CUSTOMER SERVICE

**This month, we introduce you to the Sales Performance service.**

«The purpose of a company is to satisfy a customer's need and then keep that customer loyal. At SORHEA, in addition to our itinerant sales representatives who ensure a presence on the field, at your side, we have built a 100% motivated customer service with multiple expertise. Our goal: create a 100% customer-oriented team.»

Corinne, Sales Performance Manager.

**We believe that customer must be at the heart of the organization**, and our employees are dedicated to providing efficient and responsive customer service. You are already in contact with them on a daily basis: **here are our collaborators and their missions!**

### **The Back-Office:**

Cédric and Julien conduct **site securisation studies** and design an adapted technical offer. They concretize the projects and edit the quotes.

### **Sales administration department:**

Rym and Ludivine process **French and International orders** and organize their shipments.

### **Sales assistants:**

Nathalie and Ophélie coordinate, among other things, **training and on-site assistance**. They also make the after-sales service quotes.

### **The reception:**

Christelle **welcomes you in our buildings and on the phone**. She also participates in the **company's security project** by managing the regulation control companies of SORHEA equipment, for the employees protection.

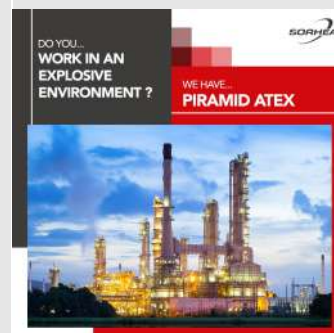
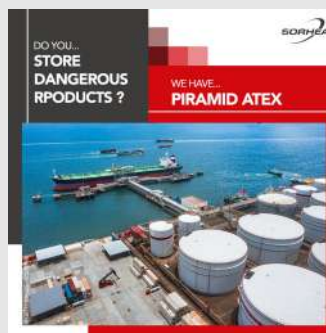
### **Business performance:**

Corinne coordinates her team to ensure quality of service and information. She **pilots the different business performance projects** for a better customer service and an optimized commercial support.

## # WHAT'S NEW ON SOCIAL MEDIA ?

After the creation of a brochure dedicated to the SEVESO sites, we have recently shared on LinkedIn several posts to present our PIRAMID ATEX.

**Regardless of your activity, we have a solution adapted to ultra-sensitive zones classified ATEX 1.**



We have **PIRAMID ATEX**, our microwave detector in ATEX housing. Check our website and the commercial notice for more information, or follow us on **LinkedIn!**

[PIRAMID ATEX's notice](#)

[LinkedIn campaign](#)

## # WE'RE IN THE PRESS

## Focus on SORHEA's international development

Benjamin Tate, Head of International Sales, was interviewed by the **International Security Journal**. A great opportunity to talk about SORHEA, our products and our ambitions. Read the article on page 90:

[Online article](#)



## Our electrification solutions

Fence electrification systems and detector fences were featured in the magazine "**Recyclage Récupération**", dedicated to actors of waste collection and sorting centers. An occasion for SORHEA to present our specific solutions, adapted to these site's specific problems.

[Find out more about our solutions for waste collection sites](#)

## # VITAPROTECH GROUP

### # PROTECH - Some news from our American subsidiary

The **Tractor Supply Company** has chosen our American colleagues for the securisation of its 110 new stores. **PROTECH** has managed to adapt to the diversity of locations of Garden Centers, all across the United States.

To best meet the needs of Garden Centers while adapting to their budget, PROTECH prescribed the **installation of G-FENCE 600Z** shock detection cables.

A few days after the detection solutions installation, an intruder broke into a Garden Center in the state of Kentucky: thanks to the **G-FENCE 600Z**, the intruders were apprehended by the police.



**This incident proved the reliability of our shock detection cable!**

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