

# TRANSPORT DOOR SOLUTIONS: STILL DOING EXACTLY WHAT IT SAYS - ON THE **TIN**

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I had of course heard of SILVER, GOLDEN and even DIAMOND anniversaries, but I didn't realise that there was any such thing as a TIN anniversary until a Google search pointed me in that direction. It turns out the tin is the metal associated with the 10th anniversary, and you can buy relatively inexpensive solid tin jewellery as a gift for your beloved, which looks just like silver but doesn't tarnish. (So I am not quite sure why it has never caught on - sounds like an excellent alternative, if you can get away with it!) Anyway the reason it came up at all was that I was chatting to Paul Rossington, the boss at TDS (Transport Door Solutions) and he happened to mention that this was their tenth anniversary. Now I know Paul well and I also know that TDS are a web focused operation, so I asked him about what that has meant to the company since 2006 in terms of its growth and development.

"I think to some extent the timing of the whole thing was simply very fortuitous for us. There was a great deal of disruption in the market for bus doors around that time, when a couple of big suppliers went out of business, and the whole industry faced a major shake-up. And of course I was looking for some way to leverage my own expertise, having been involved in that whole scene.

Now prior to that, although the web had made some in-roads into our sector, the whole idea of e-commerce was still pretty young and by no means as ubiquitous as it is today. Nevertheless, the concept was out there and it was growing strongly, so I decided that it should be possible to set up a web-based operation, providing the expertise of myself and a few long time colleagues to customers, as well as actually offering the ability to find the common bits and pieces needed to keep doors operating. The point of course was that, because some of the manufacturers were no longer in a position to supply aftermarket parts, we could fill that gap.

## That's where it began, but three things became very clear, very quickly:

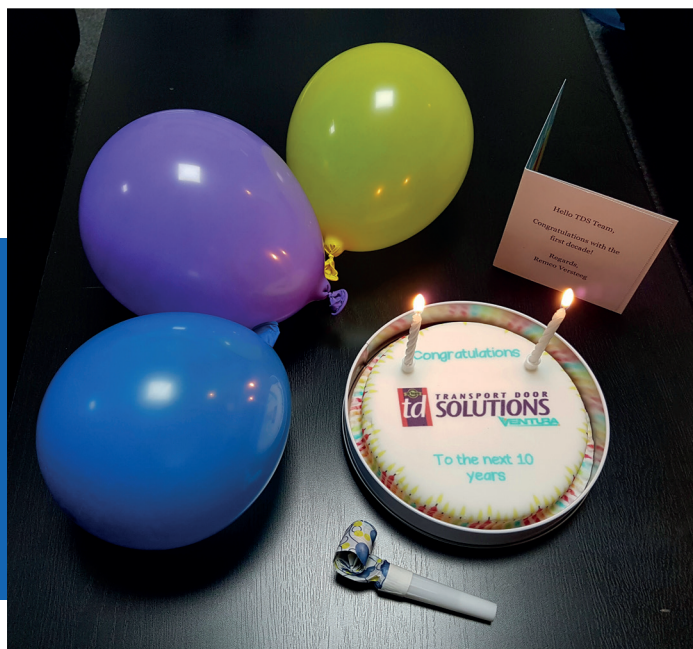
- We needed to have a much wider range of components than we at first envisioned, and in much higher volumes. People were coming to us looking for all sorts of different parts, and of course the problem is, if a bus door is not working then that bus can't go out on the road. Our customers need a fix and they need it straight away, and we need to be able to deliver that service.
- We needed to be very, very flexible about what we do and who we work with. So now we have three main business lines. We have our parts based business which is huge, and is still constantly growing. We are the representative of Ventura, one of the largest bus door systems suppliers in the world, and we look after all their business in the UK. And then we have what we call special projects, which can be anything - from creating specific one-off door solutions to designing whole new access systems.
- The third thing we needed though was a world class website. I am not talking about these huge, fancy, flashing-graphics things we see today; what we needed was a website which gave all our customers and potential customers access to our parts information and the ability to search for and identify what it is they need. Easily! That is the key. We had to be easy to find and easy to use, and that is where we have invested a lot of our time and money.

Now, if you type in pretty much anything to do with bus doors, we are number one - on Google and just about every other search engine. And when you get to our site you should find virtually anything you are looking for. And if you can't all you have to do is give us a call, and our experts will go out and try to find it for you.

So that is what we have spent the last ten years working on. We now have fabulous stock and stock management, we have a great support team, we have nearly a thousand regular customers scattered all over the world, we have a great partner in Ventura, and of course, buses will still be with us for a very long time, so I am really looking forward to the next ten years as well."

I had a great chat with Paul, and I recommend anyone who is looking for any kind of mobile door solution to give the guys at TDS a call. But while we were talking about some of their special projects Paul suddenly clammed up, and tried to change the subject. So, like a good journalist, I wheedled and I probed but I couldn't prise much out of him. Suffice to say however, if you go to the movies in around two years time, and see a sci-fi movie with some unusual aperture access technology, give Paul and his people a thought. I can say no more - but happy TIN anniversary to TDS.

**For more information:**  
[www.transportdoorsolutions.co.uk](http://www.transportdoorsolutions.co.uk)



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