



# Partner in Success

## Become a **Glasdon Distributor**

[www.glasdon.com](http://www.glasdon.com)

## INTRODUCTION

Glasdon Group Limited is a market leader in the design, manufacture, and supply of environmental and safety products used almost everywhere, including airports, colleges, retailers, public utilities and local authorities. Our business portfolio has expanded, with the Group now encompassing Glasdon UK Limited, Glasdon Europe SARL, Glasdon, Inc., and Glasdon International Limited – comprising our valued team of distributors.

Despite our global reach, the organisation still feels like a family business. Our team members know their value. They understand their contribution to the Company's development. The strong relationships they have built with each other, with our suppliers, and with our customers, have enabled Glasdon to innovate, to scale, and to champion sustainability in the solutions we develop for the world's public and commercial spaces.

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## PART 1: Who we are



### GLASDON - HOW IT ALL BEGAN.

In 1959, a small company, convinced of the potential of plastic material, sold a 'halt' sign that never needed painting to a local authority. The company was Glasdon. It pioneered the use of plastic material for road signs and street furniture, which offered low cost and long life compared to conventional materials. The use of low maintenance plastic for this application was an early demonstration of the innovative flair which has characterised the company ever since. Today, with its continuing focus on pioneering product design, Glasdon remains a market leader in the supply of environmental and safety products.

### SERVING CUSTOMERS WORLDWIDE

Glasdon Group Limited has evolved from a single one-man business to the worldwide brand it is today.

Boasting a £40 million turnover and a team exceeding 280 strong, the company thrives on a culture of total commitment, relentless focus on innovation, quality, and exceptional service. This fosters a strong team spirit, where empowered employees actively contribute to the company's growth and share its success.

Customer care and new product innovation have established Glasdon as a market leader in the design and manufacture of award-winning litter and recycling bins, road safety products, a diverse range of building systems, shelters, seating products, water safety products and ice-clearing equipment.



## **COMPANY STRUCTURE – Where you'll fit in**

**Glasdon has facilities in the UK, France and the USA from which we serve customers in the United Kingdom, France, Belgium, Spain, Germany, Poland, the Netherlands, Sweden, Luxembourg, and the United States. Having been established in these markets for many years the team have developed strong, loyal relationships with our customers. The distributor support team operates from the UK supporting distributors worldwide.**

### **Glasdon U.K. Limited**

Glasdon U.K. Limited serves over 50,000 customers throughout the UK including national and local government departments, public utilities, retailers and leisure companies plus a broad spectrum of British industry and commerce. The Company is constantly evolving to meet the specialised demands of its ever-growing number of customers with an emphasis on design and value for money.

### **Glasdon Europe SARL**

Established for 30 years in mainland Europe, Glasdon Europe SARL is a trusted name. We work closely with our customers and have established a longtime relationship with many companies and organisations across the continent. Expert knowledge of this market has allowed for many products to be designed specifically for our European customers.

### **Glasdon, Inc.**

Based in Richmond, Virginia, Glasdon, Inc. provides Glasdon products directly to the USA. Glasdon, Inc. is gaining a lot of success with recycling solutions and safety equipment, with new products being designed to cater specifically to our American customers.

### **Glasdon International**

Either direct or through our network of distributors, Glasdon International Limited markets Glasdon products throughout the rest of the world. With distributors in over 70 countries and an ever-expanding product range, Glasdon International is gaining success in new and developing markets.

## PART 2:

# Our Products & Materials

The core goal of Glasdon Group Limited is to provide quality products which improve public spaces, enhance public safety and protect the environment. The products help communities, businesses, schools and our other customers to practice sustainability.

Where possible, Glasdon products are manufactured using recycled and recyclable materials. Continual research into new sustainable technologies and manufacturing processes allow the company to achieve this.

The recycled content in our products varies depending on the type of material and choice of colour. For example, Timberpol® Material is a sustainable option, made from 95% recycled and sustainably sourced raw materials, whereas most of our products manufactured from Enviropol® Material consist of 100% recycled plastic including post-consumer polyethylene and polypropylene.

In addition to containing recycled content, we are extremely proud to say that all Glasdon products are recyclable at the end of their service life\*\*, allowing the materials used to be put back into the economy for re-processing and reuse.

*\*\*Products are fully recyclable providing any stickers or graphics have been removed.*

We strive to ensure our products will withstand the test of time, offering not only longevity and value for money, but a reduction in the need to frequently replace end-of-life products.

Rigorous testing and quality assurance control throughout the product manufacturing process ensures we maintain optimal performance standards for all of our products. Properties such as vandal and weather resistance and low maintenance designs allow these products to fulfil their long service life in any conditions. This not only saves costs for our customers long term, but it also benefits the environment by reducing the frequency of products being sent to landfill or for re-processing.

Our goal is to design, manufacture and provide premium quality products, offering the very best value for money, which makes your job to sell that little bit easier.





## **PART 3:** **How to become a part of our Global Network**

Glasdon International has an established network of distributors throughout the world, through which thousands of customers are supplied. With a multi-lingual support team operating from a dedicated international sales office, a high level of service is delivered to customers around the world.

**With a proven track record of success, we're looking to welcome more distributors to our global family.**

## First Steps

Here are the first steps you'll take in your journey to becoming an approved Glasdon Distributor.

1. We have a talented and experienced team to help you to integrate Glasdon products into your business with minimal delay and effort.
2. You will be allocated a Development Executive for your initial first year to help you plan your marketing, focus on winning products, and quickly grow sales.
3. We will help you to design attractive online content, make sure you are supplied with product samples, and will help with literature and marketing plans.
4. You will be invited for comprehensive product training at our HQ or in London.
5. We will spend time with you to ensure we understand both the difficulties and opportunities in your country and market sector.
6. Training facilities will continue to be available to you and your team. You are welcome to visit as often as you like!
7. We will help to monitor your online presence and suggest improvements to identify new customers.
8. Promotional pricing is available throughout the first year to attract extra sales.
9. You will hear about success stories around the world to give you fresh marketing ideas. Feel free to share our posts on your social channels, and we'll share and comment on yours. Let's stay connected.
10. With growing sales you may become the recipient of one our annual awards for sales performance.

Our assistance won't stop after the first year. In your second year as a distributor, you will be allocated a specific member of our Distributor Support team. From here on, we will help you to expand your business and maintain sales growth during the years ahead. We are available by the following methods\* to assist you wherever you are:

- Telephone
- WhatsApp
- SMS
- Online Chat
- Email

\*subject to hours of our working day.

## Product Innovation

Our large in-house design team are constantly developing innovative new products to ensure Glasdon products perform beyond expectation. With around 12 unique new products launched every year, you can lead the market whilst others can only follow.

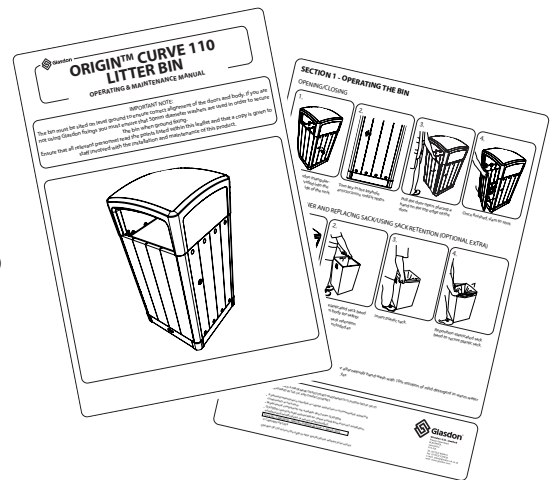


- All new products are thoroughly tested and videos are made available to you (along with promo videos/installation videos and other marketing materials in our video library).
- Samples of materials and products are available to help you to win business quickly.
- Comprehensive product launch information is provided to ensure you quickly understand all the features and benefits of each Glasdon product.
- Environmental focus – our energy efficient manufacturing process utilises recycled material whenever possible. All products are 100% recyclable at the end of their long service life. Ongoing environmental improvement is guaranteed through our ISO 14001 accreditation.



### We want your ideas!

The problems you are trying to solve for your customers won't be unique. Ideas generated by you may help us to develop innovative new products.



## Attractive Pricing

A dedicated price list for distributors provides the very best value for typical order volumes. We provide further discount for larger orders filling complete sea containers. Your profit margin will be gratifying!

- Regular promotional discounts ensure you always have offers to tempt your customers to buy something new.
- Flexible open account payment terms are usually available. Alternatively, we can help you to arrange bank guarantees, ILC's or documentary collections.



## Marketing Support

We will help you to develop your website to increase your visibility. Our team of graphic designers can provide product images, testing/installation videos, language translation, and design guidance if you need assistance.



- We regularly send an informational email to our distributors to round-up the latest special offers, resources and information available to you.
- Trade show support is available. We can provide posters, leaflets, sample products and sometimes personnel to ensure you generate exciting sales enquiries.
- Our News and FAQ portfolios contain expert advice as well as customer case studies to provide an insight into the Glasdon-Customer journey. These can be freely shared with your customers and clients.
- We are active on our social media channels and love to make new connections on LinkedIn; sharing our knowledge and library of resources far and wide. We encourage our Distributors to reshare posts with their contacts to maintain an online presence.



## Personalisation and Customisation Service

Glasdon products are supplied to some of the world's most recognised companies, many of whom choose to personalise their Glasdon product with their own logo or message. Glasdon pioneered this service and our expertise will help you to attract high profile customers. Our free visual pre-sale presentation service will be available to you whenever you need it, just send us a logo and leave the rest to us!

- Whilst we have an extensive range of standard colour options, we know some customers require a unique solution. Our flexible production team is available to talk you through the options available to ensure customer satisfaction.



## Customer Led Projects

We have worked closely with many customers over the years to develop bespoke designs, tailored to their exact requirements.



Our Combo Delta™ litter bin was designed as a solution to the problem of unwanted litter around fast food restaurant car parks. In conjunction with an international restaurant chain, our product design team innovated the large funnel aperture to help alleviate the problem of car park littering.



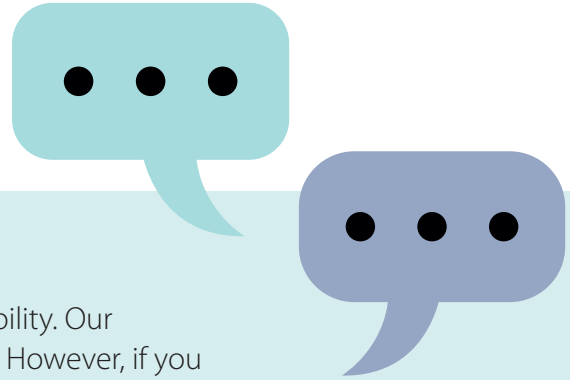
Together with LOCOG, the Coca-Cola Company and Recycle Now we adapted our C-Thru™ Bin to provide 6,000 recycling bins for the London 2012 Olympic Games.



## Delivery

We like to keep this as simple as possible. Our international operations team can arrange delivery to your site or to your nearest sea port or airport. All export/import documentation is completed in accordance with your specific requirements. It's as simple as that.

*Under some circumstances, you may wish to arrange to collect your goods from our factory. We'll be happy to discuss this with you.*



## Post-Sales Support

Glasdon products are renowned for reliability and durability. Our distributors rarely have to deal with post-sale problems. However, if you do need assistance, we have a team of technical and quality assurance experts to deal with any enquiry from your customer. Our fantastic Live Chat feature with industry experts is also ready and waiting to help.

ISO 9001 quality assurance certification ensures we have the procedures in place to react quickly and accurately.

A very high proportion of Glasdon customers return to buy from us time and time again. Customer satisfaction is our goal and is something we achieve through superior product design and production, along with excellent customer service.



# PART 4:

## Our core values and goals

At Glasdon we are passionate about our environment and are committed to continuously improving our environmental performance. We continue to integrate sustainable and ethical practices into our day-to-day activities and aim to be an economically, environmentally and socially responsible member of the local and global community.

## Our Sustainability Goals

We strive to ensure compliance with existing and future legislation and satisfy any other applicable initiatives or statutory requirements to which the Company subscribes, including ISO 14001:2015, the internationally recognised Environmental Management System. We also received a Gold EcoVadis rating in 2024 for our sustainability efforts, a rating which covers various non-financial management systems, including Environmental impacts, Labour & Human Rights, Ethics and Sustainable Procurement.

Download our latest Environmental Sustainability Report here



## Our Net Zero Pledge

As a Company with a commitment to continuously improving our environmental performance, we are pleased to announce that in 2021 we pledged to reach Net Zero by 2035 (with Scope 1 and 2\* to be achieved by 2025).

Our pledge to reach Net Zero by 2035 is an enormous step towards sustainability, but we also understand that we have a role to play in addressing wider global needs including health, social protection, education, job opportunities and environmental protection. This is why we have responded to the United Nations' (UN) call for action by aligning ourselves with the Sustainable Development Goals (SDGs).

While Glasdon may fit into most (if not all) of the 17 UN SDGs, we have identified four key goals in which we know we can have a direct positive impact.



We are currently working on a plan of action to identify how we are already supporting each goal, as well as the steps we can take internally and with our suppliers, distributors, employees and customers to help further this impact.

Learn more about our pledge today.

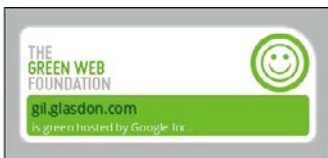
Download our Responsible Business booklet here





# Our Credentials

We are proud of our many achievements.  
Here are just some of the credentials we proudly hold.



# CONCLUSION

As you've explored throughout this eBook, Glasdon offers an opportunity to become more than just a distributor – you'll be aligning yourself with a purpose-driven, global leader in environmental and safety solutions. From our award-winning litter and recycling bins that keep our communities clean, to our innovative road safety products and sustainable building systems, Glasdon has a rich history of designing and manufacturing products that make a positive difference. By partnering with us, you'll gain access to this industry-leading portfolio, a supportive network, and a shared commitment to building a more sustainable future.

At Glasdon, we understand the importance of strong partnerships. That's why we go beyond simply providing products. We will offer you the tools and resources needed to thrive. Our team is dedicated to your success, fostering a collaborative environment where we can achieve exceptional results together.

By joining our global network, you'll become part of a movement driving sustainable practices. Together, we can create a lasting legacy for future generations. We encourage you to take the next step and explore how becoming a Glasdon distributor can contribute to your business goals and your values.

If you would like to join our successful international team of distributors, please complete the form below and we will be in touch soon to discuss how we can work together and grow together.



[CLICK HERE FOR FORM](#)



[www.glasdon.com](http://www.glasdon.com)

A screenshot of a contact form. It includes input fields for "Contact name", "Organisation", "Country", "Telephone number", and "Email address". There is a large text area for "Additional Comments". Below this, there are two columns of checkboxes under the heading "Product area(s) of interest": "Waste and Recycling solutions", "Water safety solutions", and "Highway safety solutions". At the bottom, there is a dropdown menu for "How did you hear about us?" with the option "-- Please Select --" and a "Submit" button.