Quality Control is Everything

Like any product, reliability will keep the end user happy
In today’s world, there are a myriad of different manufacturers that produce similar products and there are so many options available to customers. However, there is only one way to make your product stand out from the rest: deliver a quality product that offers reliability and peace of mind to customers. By delivering a quality product time after time, you not only maintain customer satisfaction and loyalty, but reduce the cost of replacing a broken product and minimize a customer’s downtime.

Reputation of Quality
Companies can build a solid reputation for quality by gaining recognition as the industry standard for quality. The word quality means different things to different people. However, when it comes to perimeter protection and selecting the right turnstile solution, the word quality translates into reliability, which in return creates a safer world.

With so many product choices out there, quality turnstile manufacturers that consistently deliver a superior product will forge ahead of their competitors and retain customers. Security manufacturers today must make products that are durable, reliable and without failure. When it comes to quality perimeter protection products and reliability, you have to be at the top of your game and build a solid reputation by continually exceeding your customers’ expectations each and every time.

It is important to offer customers peace of mind with their
Biopharma Turns to the Turnstile Industry

Another industry that is rapidly turning to turnstile manufacturers is biopharma due to the rise in intellectual property theft. This industry sector is in a state of improving research and manufacturing methods. Confronted with increasing generic competition and greater regulatory expectations, it is more imperative today to protect assets as well as staff.

Only fully-locking security turnstiles can be installed in unmanned areas in rear locations as well as multiple levels of a building for added protections. Many end users are finding that a small field of turnstile manufacturers can meet all of their quality, reliability and security expectations. If they cannot protect these remote locations with a quality device, they must rely on a more expensive, but less efficient solution of manpower and remote camera viewing.

However, neither value add reliable security. In addition to the biopharma sector, many federal banking institutions and stand-alone corporate campuses are focused on investing in quality turnstiles with full height-framed forced entry resistant panels that prevent breaches without human decision-making intervention or potentially climbing over the lower height panels that are a manufacturing limit for most manufacturers.

With physical security professionals and operation vice presidents raising the bar intensely due to the level of asset protection, their purchasing decisions are at the critical decision junction of cost versus security and safety. In making the purchasing decisions at most government and biopharma facilities, reliability is the key factor to this audience when making a purchase.

Planning on escalating service costs—and shortly down the road (4-5 years)—actually replacing the expensive turnstiles should never be a consideration when deploying quality, reliable physical-access control equipment. Our current economic state is strong, and most end users want to buy a turnstile that lasts 20 years, not five years and the good news is that it can be done today without breaking the bank.

Currently there are major changes taking place in the industry, end users and integrators are now easily evaluating the overall costs of the lower budget products in a very short period of time, which become the absolute most expensive and unreliable to keep operating. Only a product with a 10-year MTBF should be considered for the front door protection of any facility. As we move forward, turnstile manufacturers will continue to develop solutions to better protect facilities around the country. However, only the ones that foster a quality-first philosophy will survive and be around for the long haul.

“Consistency is the key to success and being consistent in every aspect of your business is the way to rise to the top.”

knowing they will never have to worry about replacing a lane due to malfunction. The best way to keep a 100-percent customer retention rate is to offer customers 100-percent reliability on your product.

It is extremely important for manufacturers to invest heavily in engineering and internal resources. For example, if you have multiple requests from customers that require a specific need such as improving throughput on turnstiles in order to maintain the highest level of security for certain locations, then you need to step up and invest in the proper internal resources to give customers what they want.

Quality Is the Key to Loyal Customers

Customers will pay more for a product or service that they feel exceeds the industry standard. If a customer knows that a product is top quality, typically they will not mind paying more for it if required. As we all know, buying a cheaper product can end up costing you more money in the short and long-term. By investing in a quality turnstile up front, you are saving yourself from costly repairs from product failures that put people's safety in jeopardy.

When it comes to perimeter protection, protecting people is the number one priority and without the proper internal mechanics in place; turnstiles will not add any value down the road. Quality is critical to long-term customer relationships and becomes the fundamental basis of all buying decisions. When it comes to purchasing and installing turnstiles, being diligent in your research and product reviews is extremely important. Talk to prior customers and see if they had any lane failures or replacements over the course of 10 years.

The test of time is a good indication if your turnstile manufacturer is really producing a quality product.

Quality Can Help Shape a Company’s Brand Reputation

Quality reflects on a company’s brand reputation and can be a key differentiator when an end user is looking to purchase a turnstile. The growing importance of security in our country, and keeping our buildings secure by being able to track who can enter and exit a facility, has become a fundamental need for all types of businesses.

As a manufacturer, if your company consistently delivers what it promises, your customers are much more likely to refer you to other customers and be your voice in the industry. This can help you build brand awareness and credibility in the industry without spending a fortune on advertising. Let your customers be your advertisement.

Consistency is the key to success and being consistent in every aspect of your business is the way to rise to the top. It is also important to bring disruptive technologies to the market that are
out of the box and different than what everyone else offers. Quality has to be the main driver and philosophy of any manufacturer and bringing a turnstile product to market that can be counted on 365 days a year without any failures should be the goal of any turnstile company.

Exceeding Industry Standards
Adhering to an industry-quality standard is an important aspect of quality control. How turnstile manufacturers handle quality control internally is something that a potential customer should look at closely. What systems and processes are in place to ensure quality products are produced and delivered consistently?
A manufacturer who invests heavily in internal resources such as engineering, quality control, R&D and production management, has a better chance of being a company that exceeds industry standards. In addition, testing is a huge component of quality. All mechanics inside the cabinets should be tested for years to ensure that everything is working properly. Customizing a turnstile solution while still adhering to strict quality guidelines is just as important. Offering different shapes, materials, finishes, features and items such as companion walls and matching structures all need to come together to seal the deal. Turnstiles that are poor quality increase costs not only for customers, but the manufacturers who will have to scrap defective products and sometimes pay additional production costs to replace broken turnstiles.

Industry Specific Solutions
Producing industry-specific solutions is also an important factor for turnstile manufacturers. When it comes to school security, turnstiles that can accommodate forced-entry resistant glass—school guard glass—can be beneficial. The term “school guard glass” is something that will become extremely popular over the next few years.

More schools will be implementing bullet-resistant glass at entry points with the intention of protecting and saving lives. A Dual Portal Mantrap Turnstile can be used at critical checkpoints and can handle a full-height school guard glass set of moving panels, which is an important factor for schools. Only moving panels with a compound motion will keep the leading edge of the barrier midway along the passageway while storing the panels parallel to the passageway. This functionality provides the safest and widest passageways (up to 42” clear).

As well as unprecedented ADA compatibility, particularly with service dogs and wheelchair footrests in bi-directional traffic.

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