



## KIRK DECT Handsets help improve Selkirk Bricks communications

### Background

Selkirk Bricks needed to replace its existing NEC phone system (which used NEC PHS cordless telephone extensions) without disruption to its operations or customer service levels. On such a vast site, providing key workers with cordless extensions was absolutely imperative.

#### Selkirk Bricks

Location  
Ballarat, Victoria

Size  
700m x 1,000m

Number of staff  
Approximately 100

#### System Solution

- NEC IPK with integrated DECT
- 10 x KIRK DECT wired base stations
- 2 x KIRK DECT wireless repeaters
- 12 x KIRK 4040 cordless handsets
- 50 x NEC corded desk phones

### The response challenge

Selkirk Bricks is the third largest brick manufacturer in Victoria. The company produces more than 70 million bricks and pavers per year.

It is the first Australian brick and paver manufacturer to hold two certificates of quality accreditation, both Australian Standard AS/NZS 4455: 1997 and the internationally recognised ISO 9001. In addition to being sold in many parts of Australia, Selkirk bricks and pavers are exported to Japan, Hong Kong, Singapore, South Korea, Indonesia, New Zealand, Thailand and Taiwan.

After extensive evaluation of various vendors, Selkirk Bricks chose to appoint Focus Voice and Data, a NEC Channel Partner, to provide it with a new NEC telephone system with a combination of desk phones and integrated wireless capability.

Dale Bone, Selkirk Bricks, explains, "The nature of our business is that we need a reliable wireless solution. What impressed us about the integrated DECT solution Focus had to offer was the durability of the KIRK DECT cordless handsets as many of our staff are out and about in a dusty and dirty environment. We therefore needed something that would be tough and long-lasting in this kind of surrounding."



## A durable solution

Focus Voice and Data provided Selkirk Bricks with a new NEC IPK telephone system with integrated DECT wireless cards, 12 KIRK 4040 DECT handsets and 50 corded phones. Radio coverage across the site was obtained via a network of 10 wired radio base stations, with coverage extended to remote areas of the site using two wireless repeaters.

The NEC IPK telephone system is a state of the art system that allows convergence of voice and data networks and supports Voice over Internet Protocol (VoIP). The KIRK 4040 handsets are ideally suited to Selkirk Bricks as they meet industry standards for shock and operation in harsh environments such as a brickworks. The handsets have an IP54 industrial rating for resistance to both water and dust.

## Benefits

The DECT solution is fully integrated into the IPK phone system, enabling functions such as caller ID display and message wait lamp indication to be passed to the cordless handsets. The KIRK DECT handsets have ensured Selkirk Bricks has a consistently high level of voice quality for its staff irrespective of where they are located. Staff using cordless handsets across the site have found the handsets to be both reliable and hard-wearing in the rugged environment.

"Overall the NEC IPK system with its integrated DECT cordless extensions has resulted in improved coverage around the site, with staff reporting far fewer dead spots. We selected the KIRK cordless handsets because of their dust rating and they have proved to be a solid investment. Staff are truly portable now," concludes Bone.