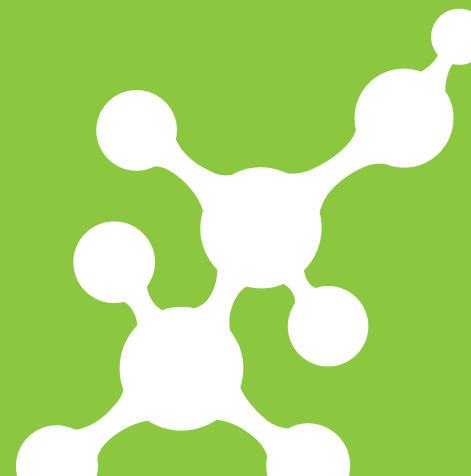




CASE STUDY

# Anthony's Travel

Alcohol interlocks, enhancing safety and improving lifestyles



# Anthony's Travel

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“ALCOLOCK UK offered us a simple solution to protect our customers, our employees and the general public. Through their continued support we couldn't be more thrilled to have our entire fleet equipped with ALCOLOCK devices.”

**Richard Bamber**, *Anthony's Travel – Managing Partner*

Anthony's Travel began their family business in 1985 and currently operates a successful fleet of 20 coaches in the UK. The company prides themselves on their ability to provide quality service and safe transportation for their drivers, passengers and the general public, which includes placing ignition interlocks in their coaches as an endeavor to ensure their drivers' sobriety. Since implementing ALCOLOCK™ ignition interlocks in 2013, these devices have helped Anthony's Travel secure customers, ensure public safety and improve their drivers' lifestyles by providing awareness of the risks associated with alcohol consumption.

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## Business Need

When owning or managing a fleet of vehicles, whether those be buses, trucks, taxis or other transports, safety is one of the first things on an entrepreneur's mind.

Drinking and driving presents a high risk to safety, as even the smallest amount of alcohol can cause impairment. After only one drink an individual can experience blurred vision, a decrease in reaction time and a lack of concentration. This can lead to dangerous and reckless driving, including not being able to press a vehicle's brakes quickly enough, maintain speed levels or properly check a blind spot before changing lanes.

As a proactive company, Anthony's Travel was already searching for an ultimate safety solution to prevent drunk drivers from starting their vehicles prior to being contacted by ALCOLOCK UK.

"We've always conducted random testing on staff using breathalyzers and we've tried solutions such as key safes, which allow a driver to gain access to their keys once a satisfactory test has been completed, but we wanted to take things a step further. We're constantly looking for new ways to protect our customers, drivers and the public and ALCOLOCK UK was the perfect solution and endeavor to deliver the sobriety we needed for our business," says Richard Bamber.

Richard Bamber's main priority is his passengers and their safety. With the negative implications associated with drinking and driving, installing a technical solution to help prevent vehicles in his fleet from being started or driven by an impaired driver was an obvious business need.

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## WHY CHOOSE ALCOLOCK UK?

Anthony's Travel first heard about ALCOLOCK from Richard Thomas, General Manager of ALCOLOCK UK, who contacted the company to install a two month trial of ALCOLOCK.

"I was reaching out to coach companies who took proactive safety initiatives and after hearing about Anthony's Travel and their commitment to the wellbeing of their customers and employees, I knew ALCOLOCK would work for them," says Richard Thomas.

ALCOLOCK UK has many years of experience helping industry leaders within the bus and coach industry reinforce compliance and decrease risk by taking a proactive approach to impaired driving.

Their parent company, Alcohol Countermeasure Systems (ACS), has been in operation since the 1970s and has many successful global operations with established relationships, enabling the company to build trust with their future clients.

ACS, and its international group of companies, have one common mission: To promote road safety globally through manufacturing and servicing industry leading breath alcohol testing technology. By installing ALCOLOCK ignition interlocks, not only will companies be protecting their assets and employees, they will be setting the standard in industry safety.

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## Features

- **Sensor:**  
Electrochemical (fuel cell)
  - **Accuracy:**  
±5 percent
  - **Temperature Range:**  
-40°C to +85°C
  - **Initial Test:**  
30 seconds
  - **Analysis Time:**  
5 to 25 seconds
  - **BrAC Result:**  
Tri-colour LED
- 

## Solution

In 2013, Anthony's Travel was introduced to ALCOLOCK ignition interlocks, which prevent a vehicle's engine from starting until a driver has provided an acceptable breath alcohol content (BrAC) sample. BrAC threshold limits and settings can be customized according to company policies.

ALCOLOCK ignition interlocks are designed to withstand rigorous conditions, making them ideal for commercial vehicles. ALCOLOCK devices resist vibration, dirt, dust, humidity and extreme temperatures, which are perfect for year-round operation and long travels. To prevent drinking while driving, periodic tests are required, depending on the company's safety regulations. The driver will also always be given enough time to stop at a safe spot before providing a breath sample.

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“What we were most surprised with during our 2 month trial was all of the positive feedback we were receiving from customers. People were choosing us over other coaches because of the safety feature we installed. With the continual support from Richard and his team at ALCOLOCK UK, our entire fleet was trained and equipped with ALCOLOCK ignition interlocks in less than 12 months.”

**Richard Bamber**, *Anthony's Travel – Managing Partner*

## Implementation

ALCOLOCK UK technicians guarantee that the implementation of all devices are done to a highly professional standard and all breathalyzers and interlocks use high-performance electrochemical sensors to detect Breath Alcohol Content (BrAC).

“At ALCOLOCK UK, we ensure that an ignition interlock installation is as smooth and efficient as possible for individuals or business clients,” says Richard Thomas, “Our friendly staff will install your ignition interlock device(s), train you on how it works and meet with you regularly during scheduled service appointments.”

ALCOLOCK UK products use electrochemical sensors, ensuring that other chemicals such as cigarette smoke will not skew results. The electric current produced by the sensor is proportional to the amount of alcohol in a person's breath and anti-circumvention technology prevents bypassing of operating or recording functionalities while ensuring reliable and accurate measurement. Calibration is required on all breathalyzers to maintain the best possible accuracy. ALCOLOCK sensors maintain accuracy for longer periods of time, decreasing the frequency of calibration and providing a longer life span for the device. ALCOLOCK UK services also include alcohol interlock device calibration.

After the 2-month trial ended, Richard Bamber and his team couldn't be more pleased with the product and the responses they were receiving from their customers and potential clients. They were excited to continue working with ALCOLOCK UK who quickly trained, fitted and equipped the entire fleet in less than 12 months.

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## BENEFITS

### Anthony's Travel:

- Increased the safety of its drivers, passengers and the general public
- Increased business and relationships by strengthening client trust and enriching client experience
- Reduced the cost associated with alcohol related accidents or injuries
- Improved the lifestyles of their drivers in and out of the workplace
- Added safety feature reduced liability to its company
- Decreased insurance costs with implemented safety features
- Eliminated the risk of driving while under the influence of alcohol
- Warranted against drivers drinking after the engine is started
- Guaranteed higher levels of safety compared to a company that does not equip their fleets with alcohol interlocks

The key feature Anthony's Travel relies on the most is that the engine will not start if the driver is over the company's regulated drinking limit. They have found this to be a great selling point; Richard Bamber stated that a majority of his customers would choose traveling with a company who installs interlocks into their fleets versus one who doesn't every time.

By installing this device Anthony's Travel reassures their workers, passengers and clients that the wellbeing of their passengers and safety outweighs the cost of the ignition interlock.

Richard Bamber also noted that the equipment is, "built to last" as the ALCOLOCK is robust and dependable, leaving no issue that cannot be immediately and easily resolved by ALCOLOCK UK.

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“We couldn't be happier with the exceptional customer service we continue to receive from ALCOLOCK UK.”

*Richard Bamber, Anthony's Travel – Managing Partner*

## FOLLOW UP

Not only did ALCOLOCK improve business profits by increasing safety for Anthony's Travel customers, but Richard Bamber was also shocked to see how ALCOLOCK educated his employees and encouraged them to develop a new relationship with drinking.

“Our drivers gained a new perspective and greater self-awareness when it comes to consuming alcohol. They were now paying attention to how much they were drinking and when they were drinking it. They were even coming in on their days off to test themselves with the device,” says Richard Bamber.

Now drivers must plan ahead, knowing that if they drink the night before their vehicle will likely not start the following morning. This has also led to better sleep and a healthier lifestyle for their drivers. The ignition interlock is publicly accepted and has received positive reviews from professional drivers.

The visible initiatives of installing ignition interlocks build public trust and often allow companies to receive more business from safety conscious organizations. The installation has also helped Anthony's Travel close deals with larger clients and organizations that pride themselves in public safety and want to work with others who share those same values.

Today all of Anthony Travel's 20 coaches are equipped with ALCOLOCK devices with the goal of enhancing safety and improving lifestyles.