



# **ADVANCE BASELAYER**

Proposal Outline for Enduro Protect  
Advance Baselayer Rental Service

**ENDURO<sup>®</sup>**  
**PROTECT**

## Introduction

We are pleased to present a new scheme for your Organisation. You can now rent the Enduro Protect Advance Baselayer. This is designed to ensure the essential protection is provided for your personnel, while also achieving a budget-friendly, cost-effective and sustainable solution.

## Proposal summary

- **Contract term:** 6 years with 3 year extension.
- **Product refresh:** Automatic refresh of every Baselayer every 3 years.
- **One Off Upfront Deposit:** The deposit would be only equivalent to a 12 month 'down payment' per set.
- **Monthly rental service:** This would be a fixed monthly fee per set, retained during the initial contract term and throughout any agreed extension period.
- **End-of-term repurposing:** Returned sets to be repurposed via Enduro Protect and used for services in developing countries.

## Service offering

### 1. Enhanced safety and compliance

To maintain the highest standards of protection, comfort, and performance, we will automatically refresh each baselayer set every 3 years. This means that your personnel will always be equipped with the latest and most effective protective gear, maintaining compliance with evolving safety standards.

### 2. Sustainability and ethical responsibility

Every 3 years, the returned baselayers are repurposed for developing countries, promoting sustainability and supporting global humanitarian efforts. This ethical approach can also enhance the fire authority's public image and align with broader social responsibility goals.

## Benefit realisation – Rental model versus Supply-only model

### Cost efficiency and budget management

- **Spread costs:** This model allows your Organisation to spread costs over a minimum of 6 years, avoiding a significant upfront financial burden whilst providing access to the latest development in protective clothing.
- **Predictable expenses:** The monthly rental service cost, provides a predictable, manageable expense that can be easily incorporated into annual budgets, ensuring financial planning is straightforward and transparent.

### Improved asset tracking and management

- **Tagging system:** The inclusion of a tagging system for each baselayer set allows for efficient tracking and management, reducing the risk of loss or misuse. This system enhances accountability and ensures that all equipment is accounted for and properly maintained.
- **Customisation options:** The service includes options for customisation to meet specific needs of your Organisation, ensuring that the protective gear is perfectly suited to any unique operational requirements.

### The complete Ensemble

The rental service can be extended to include the Advance Flash Hood, Gloves and Socks.

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**Conclusion**

This rental model for the fire protective baselayer service is designed to provide your Organisation with a reliable, cost-effective, and sustainable solution. By ensuring regular refreshes, professional maintenance, and ethical repurposing, we aim to support your service in protecting your personnel and contributing to global safety standards. We look forward to the opportunity to work with you and support your team's safety and efficiency.

