

Challenges:

The application of a clear owner or steering group within Bull Products had previously been a challenge. Without a designated individual or team to drive the initiative, progress was slow. This structure is now in place; however, the company recognises that the wider team also holds responsibility for sustainability, and continued engagement across the organisation is required.

The company understands that its Fire360 Asset Management Service provides both financial and sustainability benefits to customers. However, it has found it difficult to identify the appropriate method and level for reporting sustainability savings. This has limited its ability to effectively communicate the full value of Fire360 beyond the evident cost savings.

Impact:

Bull Products initially engaged with the Supply Chain Sustainability School through the “Meet the Board” session, which proved to be highly insightful. This engagement prompted the organisation to assign key individuals responsible for advancing sustainability across the business and to establish sustainability as an active workstream. These individuals now operate with a defined ESG plan, including specific actions, targets, and regular review meetings.

Engagement with the Supply Chain Sustainability School also supported Bull Products in refining its external offering. While the Fire360 Asset Management Service already delivers cost savings through product reuse, the company has enhanced its approach to reporting sustainability benefits. A dedicated reporting platform is being developed to calculate and communicate carbon savings from reused versus new products, enabling clearer demonstration of both financial and environmental value to customers.

Value gained:

Engagement with key stakeholders has been a significant benefit of Bull Products’ membership of the Supply Chain Sustainability School. The “Meet the Board” session proved highly valuable, enabling the organisation to bring back key insights and share these across the business. This has stimulated further discussion and generated new ideas within the wider team.

Even at an early stage, involvement with the Supply Chain Sustainability School has supported Bull Products’ Sales and Marketing functions. Customers increasingly recognise the Supply Chain Sustainability School as a reputable industry platform, and this credibility extends to its partners, strengthening Bull Products’ market positioning and contributing to a competitive advantage.

Fact box



Company:

Bull Products

No of employees:

100

HQ:

Hereford, UK

Website

www.bullproducts.co.uk

Main contact

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Services

Wireless fire alarms and protection equipment for construction sites

About

Bull Products delivers end-to-end fire safety for construction, combining intelligent technology, dependable service, and national coverage to keep sites safe, compliant, and operational. Established in 2001, the company develops systems designed for live construction environments. SITEPROTECT and SITENET are intended for temporary works and can be deployed quickly and adapted as site conditions change. These systems operate continuously and are supported by a range of fire extinguishers, stands, and customisable responder trolleys.

Future proofing:

Bull Products is committed to becoming a partner of the Supply Chain Sustainability School and intends to engage the wider team to ensure sustainability challenges are addressed across the business. Accessible, light-touch guidance and initiatives relevant to all employees will support improvements in sustainability across the organisation.