

From SKA to Hurrah; a celebration of 25 Years in Business

Four years ago, Pete Jacobs from Active Communications, Coventry, was quoted as saying 'I'm looking forward to our next milestone of twenty five years, then I can say did we really achieve all that?'

Pete Jacobs and Martin Gardner have now hit that next milestone of twenty five years in business. Judging by the turnout at their celebratory event in August at the Belgrade Theatre, Coventry, the answer would seem to be a resounding yes!

A dedication to customer service meant that many of the guests weren't just customers; long standing friendships have been borne from the perseverance of customer care and quality delivery. Also in attendance was Councillor Hazel Noonan, the Lord Mayor of Coventry, known as a keen supporter of local business.

Pete and Martin's story goes back to well beyond the quarter century celebration, actually forming their relationship as part of the early 2-Tone music movement, another success story from the City of Coventry, although as no doubt Pete would agree, it seems that network cabling has been the more successful part of their careers.

In today's language, they would be classed as 'Entrepreneurs'; seeing an opportunity to take control of their own destiny and with a loan from their parents, they started a video film hire business. Business was good, but their entrepreneurial spirit meant that they looked toward the future; what opportunities were there for expansion?

A chance meeting would see both Pete and Martin training to install commercial telephone systems; this in turn led them to setting up Active Communications in 1989.

Twenty five years in business is a testament in its own right, but seeing through at least two major recessions in that time gives further evidence of the quality of service and product that they deliver. With many businesses now having to compete virtually but with real world reviews, competition is tougher than ever, something that hasn't escaped Pete or Martin.

Keeping up with technology is a key part to their business success; as technology changes, so do the requirements and options of their customers. Active Communications now offer a bespoke installation service for network cabling infrastructure, telecommunications, Mobotix high-resolution IP CCTV cameras and door access control systems.

They readily admit that they wouldn't have got this far without their loyal customer support and commitment from their suppliers, allied to their equally committed and highly trained staff; they have a well-deserved reputation that is the envy of their peers.

In the words of the Lord Mayor, let's hope that Active Communications keep 'active' for many years to come.