

200,00 Clips On And 25 Years Later Inventor's Son Re-launches The HoldFast Original!

25 years ago, rail engineer and entrepreneur Peter Coates Smith invented the world's first adjustable rail clip. Worldwide sales have since surpassed 200,000 across 17 countries.

The profits from the clip led Peter to develop his company, HoldFast, as a pioneer in level crossing platforms. His HoldFast system also became (and remains) a global success, winning him a Queen's Award for Innovation.

Peter passed away this year but to commemorate the 25th year of his invention, his son Mark is re-launching the Adjustable Rail Clip in November as The HoldFast Original, with a new website, advertising and press campaign.

Mark, now Managing Director of HoldFast, comments: Every week we are being asked for HoldFast Clips. There have been one or two imitations that have entered the marketplace in recent years but the engineering quality of our clip, as the first of its kind, is still widely considered the best and we feel it is timely to re-launch.

Clip Benefits

The clip's wide degree of lateral adjustments allows for the precise alignment of rails. Furthermore, their design permits high bolt torques, prevents side slip and alleviates problems caused by the misalignment of studs.

The clips also accommodate rail expansion and contraction from climate conditions, even though the rail is held in positive lateral alignment.

The benefits of HoldFast's Clips are recognised by many engineers, like Simcha Even-Gev: Whereas other clips frequently come loose, the HoldFast Adjustable Clip will never become detached due to its unique wedge shape, which holds the base of the clip down. Once this is bolted in, it then becomes an entirely secure piece. Whilst pressure on the top cast of the plug of other clips may cause them to break off, this has never happened to a HoldFast clip. Finally, the hexagonal shape of the HoldFast Clip means that standard spanners can be used to turn the clip for lateral adjustment. No special tools are required.

Clip Applications

Applications include dockside cranes, overhead gantries, circular tanks, ground tracks, steelworks, power stations, nuclear processing, water treatment plants and even rocket launchers.

Thea Foote The Marketing Farm 01242 222 878 thea@themarketingfarm.co.uk