



The future of retractable bollards



www.bullyboy.co.nz



Bully Boy is all pumped up

A sleek new system for retractable bollards is catching on across New Zealand and the rest of the world.

Steve Hart met up with one of its designers

The father and son team at Auckland firm, Bully Boy, have put a unique twist on retractable bollards to make them both quicker to install and around half the cost of its nearest competitors.

Bully Boy is a range on retractable bollards that come in different sizes to meet the needs of home-owners who take their security seriously, through to business owners and right up to military installations.

You may well have seen this product in action. You can't help but stand and stare as these sexy-looking bollards, with their flashing red and green LED lights, stainless steel exterior and smooth rise and fall motion elegantly keeping unwanted vehicles out.

Filled with steel and concrete, these crash-proof bollards, silently sink into the ground as compressed air is released. Having sensed the vehicle has crossed the threshold; the whisper quiet compressor (as used by dentists everywhere) kicks into life and pumps the Bully Boys back into place in less than 20 seconds.

Flashing lights, green for go and red for wait, let drivers know when to stop or proceed.

David Broadhurst, a director of the Bully Boy firm, came up with the system with his engineer father (Charles) after finding out the price of European retractable bollard systems.

"We were asked by a home owner to supply and install a retractable bollard at the start of their long driveway and were astonished at not only the cost, but the complexity of installation," says David. "We could see ongoing issues with maintenance, particularly with drainage etc.

We weren't sure the customer would be happy in the long term and thought there must be an easier and cheaper way to achieve the same result. So we set about designing an alternative system that did a better job from the ground up."

The firm, which has been operating now for five years and so far has 12 installations across New Zealand and Australia, is already talking with foreign Embassies abroad, military installations in places such as the Middle East, as well as local companies keen to beef up their security.

Unlike many other retractable bollard systems, the Bully Boy has airtight seals – because it rises and falls due to compressed air. The upshot is, that because the strengthened cylinders sit in an airtight container, there is no need for drainage. This is another reason why this system is easy and cheaper to install than older style products.

High voltage cables are not required, and that means resource consent may not even be an issue for most users.

"All we really need to do is dig a hole of about two metres deep and run a low voltage power line and a compressed air line to the retractable bollard," says David.

Although the Bully Boys may be tough enough to stop even the most determined driver from getting through them, inside these heavy-duty stainless steel beasts are some electronic smarts.

For starters, whenever the Bully Boys are touched by more than a passing glance, they use a built in modem to send off a text message to let not only the Bully Boy staff know, but the property owner and its security company.



David Broadhurst is a Director of Bully Boy

“When I get a message saying a Bully Boy has been hit, I’ll routinely call the client’s security company and ask them to go and have a look,” says David. “It might be a minor scrape or something more serious.

Our clients also like that fact that we are ahead of the game when it comes to any alarms linked to their Bully Boy installation.”

Because the Bully Boys have a built in wireless system, they can also be operated by remote control. Ideal for when an employee gets trapped behind the Bully Boys late at night having forgotten their pass or code number.

The Bully Boys system showed its metal just last year when a lorry driver rammed them on Wellington’s waterfront.

Key Benefits

Flexibility

- Control your Bully Boy bollards through cellphone, pin pad or integration with an access control system to ensure you control who can enter your premises and at what time of the day.

Easy installation

- Bully Boys are completely sealed against ingress of dirt, silt and water, so there is no drainage required. There are no high voltage cables and all their associated safety and compliance requirements. Sealed casing means easy installation and replacement if your Bully Boys are damaged.

Low maintenance

- A Bully Boy bollard assembly does not incorporate motors, pumps, valves, hydraulics, pneumatic cylinders or high voltage wiring, all of which are prone to failure and corrosion when placed in the middle of a road.
- There are no hydraulic fluids or mechanical parts - there is only one moving part and that is the bollard ram itself.

Improved security

- The full length of a Bully Boy barrier ram is a solid filled composite design.
- The barrier ram is extremely strong and difficult to cut.
- The total length of the barrier ram is over twice the raised height of the bollard reducing the stress on the reinforced concrete foundation.
- High axial loading capacity so heavy vehicles will not damage a Bully Boy.

Elegant

- High quality stainless steel finishing with classy LED lights to indicate bollard operation, makes Bully Boys ideal for public spaces, corporate environments and private residences.

“The Bully Boys did their job alright, but we did have to replace a post. I think the driver was a bit shocked at how tough they really are,” says David. “I think the vehicle was a write off.

The Bully Boys look shiny in the stainless steel, they are elegant. But when you understand that when these bollards are fully erect – and only the top half is above ground – you can quickly figure out that pushing these posts over is not going to be easy. It’s like hitting an iceberg.”

Although the Bully Boys are as hard as nails, getting them installed in places such as security-critical areas abroad takes more than David’s assurance that they will keep people such as car bombers away from secured buildings.

Right now the company is embarking on a very expensive exercise to have their Bully Boy bollards crash tested at a registered facility in Christchurch.

This requires Bully Boy to install a set of bollards – both fixed and retractable



Te Wero Island, Auckland Viaduct

– at the test facility and then supplying a lorry to be driven into them at high speed.

“Everything is measured during the test, and if we meet their criteria – we are sure we will – then we can become certificated and confidently approach managers of military bases and what you might call sensitive areas,” says David.

“We are already talking with potential clients in the Middle East and Singapore. The UK and the US are also in our sights.”

The Bully Boy range comes in three sizes; five inch (domestic), six inch (business) and eight inch (military). All three sizes are available at heights of 450mm, 600mm and 750mm.

David sees huge applications for the Bully Boy bollard system in New Zealand, particularly because it is priced so well and is quick and easy to install – just one or two days on a typical installation – subject to planning.

“Because the Bully Boys look so cool they are not out of place in the home environment, we envisage people using one or two of these to keep unwanted

Where Bully Boys are currently used

Taranaki Street entrance to Wellington’s waterfront.

Client: Positively Wellington Waterfront.

Massey University, Palmerston North, selected Bully Boy to replace conventional vehicle barrier arms at a student accommodation car park. Thefts from cars have since dropped dramatically.

Client: Massey University.

Auckland Waterfront, Bascule Bridge to Te Wero Island. The bollards are interfaced to the existing security system on Te Wero Island.

Client: Te Wero Island.

Melbourne, Australia. The Melbourne Royal Exhibition Building is one of the world’s oldest remaining exhibition pavilions and the first building in Australia to achieve a World Heritage listing.

Client: Melbourne Royal Exhibition building.

Pumpkin Patch HQ in East Tamaki.

Client: Pumpkin Patch.

Ubertec Retail Store, Parnell, Auckland.

Client: Ubertec.



Kings College, Auckland with Pin Code access control



vehicles out and to prevent people’s cars, caravans, motorhome and trailer boat being taken,” says David.

Bully Boy can also serve owners of plant and machinery well too, by stopping their equipment being driven off their site, and to stop low loaders entering and scooping up whatever is available.

Development of Bully Boy is ongoing, with alternative versions coming on line very soon. One of which is a manual retractable system, ideal for places without power, such as some rural locations, or for home-owners who prefer a simpler option to the fully powered version.

For more information please contact
Dave Wrathall, CEO, Bully Boy on:

0800 28559 269
(0800 BULLYBOY)

or
Email: dave.wrathall@bullyboy.co.nz

Or on the web
www.BullyBoy.co.nz