



Wildlife Watching Supplies®

About the Company



I have been a wildlife photographer for over 25 years and in 1992 I turned my hobby into a business and started up Wildlife Watching Supplies because I couldn't find kit for my own wildlife photography; all that was available then was army surplus. I have always been passionate about wildlife and wildlife photography, but also I'm the type of person brimming with ideas, projects and designs.

Our customer base is mainly retail but we also supply trade and to film makers and the BBC. Our products are used by British Forces around the world in some of the harshest climates and conditions.

As a Company grows there are always things to be done, upgraded, systems to be introduced/new staff. I still have the drive I did in 1992 when I first set up Wildlife Watching Supplies. For me with my love of nature, the wildlife and photography has given me the direction for the business. I know what I want for my wildlife photography and I design products to help me get results. Photographers and anybody interested in wildlife are looking for the same thing.

It's not just in the UK. Our business is international. As photographers and naturalist worldwide we want to get close to our subject without disturbing it, we want to protect and camouflage our kit and be warm and comfortable ourselves so we can stay out in the field longer. For me, I know the fantastic feeling you get when you achieve that shot or have that privileged close encounter. As a Company, if we can help customers achieve this we are on the right track. We get such good feedback and when I talk to customers we have so much in common.

As a Company we want to offer an all round service, as well as our products and supplies we have a links page with other wildlife related sites for courses, holidays, inspiring photographers, wildlife related Companies and organisations. We also have a photo tips section to give some ideas on projects, how to use and get the best from our kit and where I can pass on my interest and knowledge of wildlife photography.

The company has become well known in our field and our products are used in a number of BBC series including the Natural World and Kingfisher Diaries. We are an ethical company and strive to offer the best service and products we can. We are part of the Trading Standards 'Buy With Confidence' scheme and are listed on 'Which Local'. For me and the staff it's more than just a business; we enjoy what we do and take pride in our products, customer service and get a great boost when we read the customer feedback.

Kevin Keatley

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