

# Local business fired up to assist

RICK Grinsell has become a trusted name in the Maranoa, with Romafire & First Aid establishing itself as a top seller of emergency equipment in the southwest.

The business sells and services fire protection equipment, first aid and emergency lighting and has a broad range of clientele.

“We work with clients such as Origin, AGL, Maranoa Regional Council and Paroo Shire Council,” Rick said. “But we also do a lot of work for smaller businesses throughout all of the Warrego region and right down towards the South Australian border.”

**“When we started the business there was nobody in the region who did what we did...”**

— Rick Grinsell

Rick moved his young family from Townsville 18 years ago not knowing a single person, but he quickly built a strong rapport with the community.

After settling in Roma, Rick identified a gap in the market and looked to establish a business that



DEDICATED: Romafire & First Aid offers a range of firefighting and lifesaving equipment.

PHOTO: CONTRIBUTED

would stop local dollars leaving the Maranoa.

“When we started the business there was nobody in the region who did what

we did, which meant that all the money went outside the community. Today we help support nine local families in the Maranoa.”

While the business has been selling first aid equipment to customers for a long time, it is hoped the recent registering of ‘First

Aid’ into the company name will raise customer awareness of this section of its market.

Romafire & First Aid will

also have a special stand at the Roma Show this year, so be sure to look out for a mannequin sitting at a computer desk!

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