



PRESS PACK
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FAST FACTS ON PREMIER WATERCOOLERS

- Founded in 2002 by present day Managing Director Phil Langley.
- One of the largest and fastest growing independent suppliers of mains fed drinking water dispensers and consumables in the UK in 2007, according to a league table of water cooler providers compiled by Zenith, the leading research consultancy for the food and drink industry.
- Employs 50 plus people and generates a turnover of £3m plus.
- Provides a fully managed rental service, comprising: the supply of equipment; delivery; installation; commissioning; six monthly sanitization and hygiene visit and filter exchanges; fully comprehensive cover which includes all call outs, parts and labour in the event of a malfunction; and 24 hour service response guarantee.
- Customer base of circa 2,000 clients, including blue chip and household name companies, large public sector organisations and education establishments.
- Unique agreement with Brita Water Filters, which supplies an advanced filtration system to fit inside Premier's flagship water cooler for the corporate sector.
- Lead sponsor of the Water is Cool in School's campaign, run by the Education & Resources for Improving Childhood Incontinence (ERIC) to improve the quality of provision and access to fresh drinking water for children in the UK primary and secondary schools.
- Only water cooler business to be endorsed by leading children's charity, the Health Education Trust.
- Accreditation from SAFEcontractor, a programme that recognises very high standards of health and safety practise among UK contractors.
- Member of the EPDWA (European Point Of Use Drinking Water Association).

PROFILE ON PHIL LANGLEY, MANAGING DIRECTOR, PREMIER WATERCOOLERS

The success of many a good business idea is seeing and taking the opportunity before others get in on the act – something Phil Langley has accomplished with his independent company Premier Watercoolers.

Langley was heading up a team selling bottled water for another company, when he realised the sector 'tide' was about to turn towards mains fed, or point of use (POU), provision.

Weighing up the risks, Langley, a seasoned sales and marketing professional who had previously worked for British Gas and food service business Aramark, did some serious number crunching, left his job, secured backing to the tune of £100,000 and hired two sales people. Premier Watercoolers was born.

It was a gamble that paid off, largely due to Langley's savvy ability to see chances for improvement and expansion in the quick-moving and competition-drenched water cooler sector.

As with any new business venture you need a stroke of good fortune and Langley's came when he was introduced to his father's former boss, John Cullum, who is the father of international jazz star Jamie and a very successful businessman in the car leasing industry. Cullum agreed to invest in the company and to bring his business acumen to the table. The rest as they say is history as the business has gone from strength to strength despite the fierce competition.

Today Premier Watercoolers is the UK's largest and fastest growing independent watercooler business. The company, which employs 50, has grown its customer base by 32% year on year over the past 12 months and now has circa 2,000 clients generating a turnover of £3m. The company is also predicting similar customer growth in 2008 and consequently has plans to recruit more staff.

A key driver in for the business will be growing demand amongst large corporates organisations who will see the low carbon benefits of mains fed versus bottled watercoolers.

THE WATER COOLER MARKETPLACE

Water coolers are now part of the furniture in private and public sector organisations across the country.

Research carried out by Zenith International, the leading research consultancy for the food and drink industry, shows:

- Now a circa £200m marketplace, today there are some 672,000 water coolers in UK workplaces
- The UK mains fed water cooler market, or Point of Use (POU), surged 29.8 per cent in 2005 to reach 152,100 units
- This pattern is set to continue for 2006/07 and way into the future, with predictions for strong double-digit growth up to 2010 and beyond for mains fed dispensers
- The UK continues to be the largest, and remains one of the most active point of use (POU) markets in Western Europe with more than 180 identified operators
- UK POU cooler unit placements surged 30% in 2005, and the UK claims 37% of total POU units placed across West Europe
- Bottled water coolers fell 5.5% in 2005.

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