

Mains-fed water cooler firm sees competitors falter £90k LOSS TURNED INTO £330K PROFIT

SWINDON – based Premier Water Coolers – the UK’s leading independent service provider for mains- fed water coolers – has turned a £90,000 loss into net profits of £330,000 for the last financial year.

The company, based at Kembrey Park, employs 45 people and supplies mains fed water coolers on a rental-based arrangement to around 2,500 clients in the UK, including blue chip corporates, house-hold name brands government and public sector organisations.

Phil Langley, Managing Director said “We are delighted with the financial performance of the business against the backdrop of the harsh economic climate over the last year. Although we have faced fierce price competition, we have retained existing business and gained new clients by focusing on delivering a premium service. This has paid off as we have seen competitors suffer from cancelled contracts due to poor service. The significant increase in profitability over the last year has also been down to the fact that more and more of our rental contracts with clients have gone past the period where the company has to bear the initial capital outlay of providing the equipment. Therefore we are forecasting exponential growth for the company in the coming years and predict a doubling of net profits in 2010. To help us reach this target, we are looking at establishing strategic partnerships with facilities management and workplace service providers to offer bundled solutions for clients”

Langley also attributed the strong business performance to growth in the demand for the company’s other water dispensing products and enhanced service offering.

Its mains-fed Hot Plus dispenser, which provides hot water at the push of the button for drinks such as coffee, tea and chocolate, has seen sales growth of circa 50 per cent on the prior year as customers see the cost benefits of not using a kettle, which is efficient in the energy usage and staff downtime.

The company also launched a pioneering carbon emissions assessment scheme during the course of the year, which enables companies to measure the CO2 emissions from their water dispenser units and enables them to make informed decisions in terms of environmental impact in the future.

The company which was founded by Langley just seven years ago is expected to reach a significant milestone in the first quarter of 2010 by supplying its 10,000th water dispenser unit in the UK.

Leigh Robinson