

PLUMBING & HEATING



Pumped up

While wastewater and sewage pump systems might not always be at the forefront of stockists' minds, there is still plentiful opportunity to create additional revenue streams from such products. Berkshire-based Pump Technology operates as a specialist distributor within this field, and aims to support merchants with its product selection and expertise. PBM's James Moore reports.

“Pumping poo with panache” is the philosophy behind Pump Technology's operations — a simple but distinctly clear message of what the company is all about. The journey began 30 years ago, when current Managing Director, Jeremy Brownlee, spotted a huge potential in becoming a specialist in the pump market. Indeed, the first sale of 78 electric toilet pumps with macerators was provided to the Bangkok to Singapore railway project, all but confirming the market gap.

Today, the business operates as a specialist distributor for the UK pumping market — selling everything from below and above ground sewage and wastewater pumping stations, to booster pumps and shower drainage products. Working with some of the most reputable manufacturers in the field — Jung Pumpen, Whale, Wilo, Xylem, Grundfos, DAB and KSB to name a

few — the expertise has grown with the company, resulting in its ‘One stop pump shop’ strapline.

The market too, has grown in recent years. Jeremy notes: “The need for reliable, sustainable pumping and macerator systems is inevitable, particularly in the commercial sector such as the food and beverage industry. We work with the likes Costa and Jamie Oliver's restaurants, as well as general catering establishments and water facilities, all of which need our specialist advice on exactly what to fit — small pumps designed for domestic use simply aren't going to cope with the facility's demands, and this is where we can come in and advise on the correct solution.”

Merchant support

Crucially for stockists, the support on offer from Pump Technology extends to its

merchant partners. With many not looking to hold such specialist products themselves, the vast stock that the company holds at its base in Aldermaston allows for quick ordering processes, whilst providing sales that may not have been made otherwise.

“If a customer makes a request regarding pumping solutions, it's an easy process for the merchant to turn this into a sale, without having to worry about anything else other than calling our office directly,” adds Jeremy. “We will then liaise with the engineer, discuss the specifications and can deliver either direct to site or via the merchant.



We're not just the distributors, but also a technical support department, ensuring your customer receives the correct product to match the requirements of the job."

This technical expertise is of course vital to the entire process. For example, customer concerns can arise from incorrectly specified products that result in frequent call-backs and often complete loss of trust and business. However, with a team dedicated to specification support, stockists can be assured that an experienced business in the field will provide a product that is up to the task at hand.

This trust also means that there is no need for onerous additional training time to be consumed for merchant staff. When certain product categories are less likely to be stocked, it's inevitable that staff training and knowledge won't be as sufficient. Here, Pump Technology highlights that training — in what can be quite a complicated specification process — is therefore skipped, whilst still maintaining merchant-customer relationships.

The business already has numerous partnerships in the industry. Derek Bryant works as a dedicated National Sales Manager for Merchants, and asserts that the likes of Wolseley, Travis Perkins, Grafton and a variety of independents all use Pump Technology to support their sales and enquiries process. "There are simply too many variants of pumps to stock for most merchants, so using us is a simple solution to the issue, whilst customer and sales are retained," he explains.

People at heart

For Pump Technology, a key principle in its operation is its people. Jeremy makes it clear that customers will be pleased to hear a rapid response from a trained member of the sales team when initial contact is made — with no switchboards or voicemail that can often be frustrating. Particularly with a product category that even many engineers may not be fully trained in, this can really make a difference, he believes.

"We're not just the distributors, but also a technical support department, ensuring your customer receives the correct product to match the requirements of the job."

POS support

■ Pump Technology can also offer its partners a simple, yet effective point of sale display in the form of posters and counter flyers. Offered with a frame to put alongside similar product categories or nearby the sales counter, the material is designed to highlight the benefits of using the 'One stop pump shop'.

Identifying its support for both new and replacement pumps, and its technical support on offer, customers are directed to the merchant counter — ensuring the process can benefit all parties.

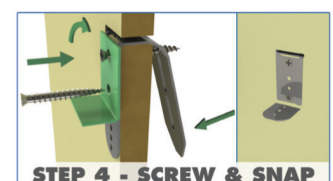
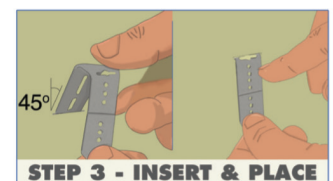
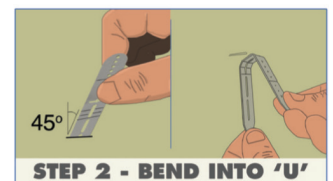
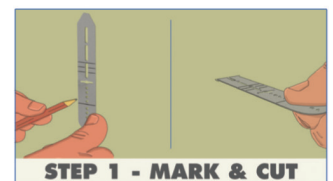
Staff can talk installers through the entire process, and the company's support can even extend to building bespoke lifting stations for especially tricky jobs. In turn, the low employee turnover ensures all staff are well trained and knowledgeable about the industry, reaffirming the business as technical experts.

Jeremy is clearly passionate about the industry, and this resonates throughout the operation. As the business continues to grow its merchant partnerships, the opportunities in the industry are abundant. Fortunately, in a sector that can perhaps be a little confusing for the inexperienced, Pump Technology is there to do the 'dirty work' for stockists across the UK.

■ For more information on how Pump Technology can support stockists, circle readerlink 113



- The only multi-screw fixing
- Fits all plasterboard types
- Trim to fit
- Quick & easy - no special tools



Tel: + 44 (0) 1803 540154
 Fax: + 44 (0) 1803 540157
 E-mail: sales@selectproductsltd.com

