



# A brighter future...

WORKING TOGETHER FOR THE BENEFIT OF ALL



## An Introduction to ENSE

By Bob Adams

In an industry of thousands of companies buying and selling, ENSE has simplified the process for the Catering Equipment Professionals.

In today's challenging economic environment, we strive to reduce the complexity and demands of the industry

by working with the top companies to achieve extra ordinary results. By carefully selecting supply chain partners in each category, ENSE focuses its Distributor's buying power, while streamlining the process, giving you the edge and ability to strengthen relationships for the benefit of all. This culminates in a go to market strategy which combines the best pricing, the best warranty, and the best service engineering in the entire trade.

We offer a professional atmosphere in which to do business. Our strategy seeks to create a business partnership that leads to success, surpassing industry, and overall economic growth standards. We work a strict ethical code to ensure that professionalism is paramount. We lead by example and challenge ourselves to be better every day.

## DISTRIBUTOR MEMBERSHIP

How Distributor Membership Could Work For You

Rather than hearing from us, this is what our distributors have to say!



David Burnett CFSP  
Director,  
Fulcrum Commercial Kitchens

*"ENSE has been a hugely important part of our growth.*

*We've been able to invest in personnel, vehicles and infrastructure directly as a result of our membership.*

*This would have been unattainable without targeting our purchasing through the group".*



Paul Turnbull  
Managing Director  
Catering Projects Ltd

*"At CPL it is important to strategise in all aspects of business. An essential part of the strategy is in adopting a consolidated and focused approach to procurement. We have efficiently and maintain the strong supplier partnerships. Joining ENSE enabled our team to access a ready formed consolidated supply chain. It ensures that as a business we remain focused on the ENSE supplier network creating an automated efficient supply chain and providing commercial opportunities and benefits".*

## SUPPLIER MEMBERSHIP

### How Supplier Membership Could Work For You

We enjoy hearing great feedback from our supplier membership... so we thought you might like to hear some too.



### THE IDEAL SOLUTION

Danny Boore  
Sales Director  
East Anglian Installation Systems  
Ltd (EAIS)

*"I made the decision to join ENSE as a supplier back in November 2013. At that stage I did so more retain the business of our existing customers that had already joined the group as distributor members. However, ENSE has helped EAIS to expand our customer base and market share within the Industry by introducing and encouraging members to purchase from us and we are very proud to be an award-winning supplier to the ENSE group. Bob and Robin's passion and enthusiasm are infectious, and it is definitely win/win scenario from our point of view. We have gained far more than we ever expected, and we always look forward to catching up with friends when attending both the Spring and Autumn conferences, which are always extremely well attended by both sides. Looking back, it has turned out to have been one of the best decisions I've made".*



Simon Lohse  
Managing Director  
RATIONAL UK

*"Here at RATIONAL UK we focus on building strong strategic partnerships with our dealer network. We seek to support our dealers with product training and demonstration events, tandem activity, and marketing promotional campaigns. With over 40 chefs nationwide we are able to supply operator training and culinary support throughout the UK and Ireland. With our network of Service Partners, many of whom are*

*also equipment dealers we are able to offer a full lifecycle support solution to our end user customers. This is only possible with a relationship with our dealer network based on trust and*

*respect, with a focus on business growth. Being a supplier partner to ENSE is a vital part of our successful strategic dealer development. While the hard, detailed work is done by our sales teams in the field, the ENSE Conference events give me an opportunity to meet with all ENSE Dealer Partners to gain an overview and personally address any outstanding issues or support further business development opportunities. Working with Bob Adams and the ENSE team brings a unique market overview for the catering equipment supply industry in the UK and Ireland”.*

## COMMITMENT YIELDS RESULTS

It's simple... It's straight forward... It's easy... It's ENSE

### MARKET SHARE

In a £1 billion industry our members enjoy approximately a 40% share of the market.



### PARTNER FOCUSED

Listening to feedback from our membership is key to our continuous improvement, making ENSE equally beneficial to distributors and suppliers.



### PROFESSIONALISM

ENSE runs a professional and inclusive organisation for the benefit of all. We provide a relaxed atmosphere to drive the commercials of your business.



### RESULTS FOCUSED

History has proven that ENSE consistently outperforms the annual industry growth rate year on year.



### RELATIONSHIPS

We foster strong alliances through joint marketing efforts, training and biannual meetings. We all know that stronger relationships drives better business.



### SUPPORTING MEMBERS

Marketing, training, website information reporting and professional enhancement are some of the ways partners are supported throughout the year.

**£400m**  
BUYING POWER

Approximately 70 distributors with a combined annual turnover of £400m.

**140**  
COMPANIES

Most members see a significant growth in turnover and profitability within the first couple of years.

**2**  
CONFERENCES

Our bi-annual conferences foster partnerships between distributors and suppliers.