

Enhanced Rental Packages for Cool Energy



We are offering a range of new and ex-demo units available on a monthly, annual and longer term, for those customers who can't plan ahead and want to keep their cash in their bank.

We call these our **Enhanced Rental Packages** because it offers so much more than just straight forward hire.

Some of our customers have also chosen to rent from us for the first 12 months of the year to help with their cash flow, and then make a decision on what they want to do later on in the year.

This way, they can keep a hold of their capital and pay for their rental from their profits instead and our charges can be offset against tax liabilities," commented Wilson.

Financial Flexibility from Cool Energy

"We can help you by providing a new chiller with small monthly payments to help increase your cash flow." Russell Wilson, Cool Energy Rentals Director.

Cool Energy has launched a new rental service offering brand new equipment to customers who currently have no funds for projects, but need equipment to fulfil their plans in 2010 and beyond.

A Low Cost Alternative

At a time when cash is especially important in business and commitment to capital expenditure can be uncertain. The newly launched service, which offers brand new chillers as small as **1kW** all the way through to **1,000kW** single units, includes the latest energy saving screw, scroll and Turbocor compressors.



Russell Wilson explained, "We are aware that some of our customers do not currently have the funds or capital plus the certainty in their business at present to commit to large investments or have short leases on the premises.

Long Term Rental Packages - Contract Hire

Renting your Chillers from Cool Energy is just like leasing a company car!



Choose the chiller and cooling equipment you need - and then rent it.

Customers can choose the chiller they require from existing stock or manufactured to order for their specific application and project.

Maintaining The System

Cool Energy then deliver, install as a standard system and then maintain the unit throughout the duration of its time on site by utilising in-house design, project and refrigeration specialists.

"We also provide an **energy use analysis** and offer equipment to improve and minimise power consumption on site", stated Wilson

A Checklist of the Main Benefits:

- Rental is tax efficient and appears off your balance sheet. Your rental charges can be off set against your tax liabilities.
- Monthly rentals are fixed. Making budgeting easier and payable from your profits rather than your existing capital reserves.
- Retain your capital and use it for more urgent projects or keep it and earn interest for your business.
- Monthly rentals are subject to VAT but 100% can be reclaimed.
- Maintenance is included within your monthly rental charges meaning that you don't have to budget for unknown charges or additional costs.
- We extend your warranty throughout the rental period.



Renting your chiller from Cool Energy is just like renting office space or a forklift for your business

- You have no responsibility for the disposal of the chiller after your rental hire has expired. We replace your unit every 2 years if required.
- You can have an option to purchase the equipment after the rental has finished or simply hand it back to us.
- You are not exposed to any depreciation risks or have to manage any obsolete aspects of your rental equipment.
- You have the option at anytime to upgrade your equipment with 3 months notice if you require more cooling.
- Your business may be waiting for capital approval but need cooling now for a special project, R&D or need to replace old equipment to help maintain production or HVAC supply.
- You may have a short lease on your factory or building and do not want to install a fixed system and pay out for all of the associated costs.

TOP 10 Reasons To Rent



1) No Money – “We started a new business making injection-moulded components, but spent our savings on the machine. We needed a chiller to cool the mould and hydraulics and rented on a fixed 2-year basis to spread the cost of the chiller. We will revisit this deal after the 2 years and see if we can then afford to buy the chiller or get a new one”.

2) Capital Approval – “We had had a breakdown and couldn't get capital budget approval for 8 weeks so we rented until we had it agreed”.

3) No Capital for Trials – “We had spent our budget but needed to trial a new product in development. We decided to go ahead with the project and rent the chiller we wanted, along with the other pieces of kit. The cost of the rental was used from our small R&D budget”.



4) Delay In Capital – “We needed extra capacity to meet the growth in production. We decided to rent a chiller in, so that we didn't lose production and the goodwill with our customers. After the project we offset the rental cost with the extra profit from our increased production. We then bought the rental chiller when we had our new capital”.

5) Little Money for Repairs – “Our 10 year old chiller failed and the engineer gave us an estimate of £6,000 to get it up and running again or buy a new one for £14,000. We decided to rent a chiller and scrap the old one and not spend the little money we had to repair. This helped us and gave us an option that we didn’t know was available.



More Features for Cool Energy customers

We can help you to reduce the costs of managing your business.

6) Reduced Tax – “We needed a short and long-term option because our business required chilled storage for a 6 month contract and a 3-year option. We didn’t realise that any rental expenditure is 100% allowable against tax liabilities and will reduce what you pay. Our accountant weighed this up and we went for the 6 month rental until we knew what our customer needed long-term. We didn’t want to spend our capital on a chiller until we had the commitment from our customer”.

Electricity Costs

Cool Energy engineers provide energy consumption analysis for customers to help measure the efficiency of their customers’ current equipment and then design a new rental system with the latest energy efficient options.

Whether you need a water-cooled or air cooled solution, Cool Energy can demonstrate power savings from the equipment recommended in order to be able to budget your power costs in your business.



7) Cash flow – “We like rental because the rental price remains the same so you can budget accurately and properly plan our outgoings. We actually pay for our rental from our cash flow rather than paying one large amount for a one-off purchase and earn interest on the balance”.



Energy savings available

8) 24-Hour Maintenance Cover – “We rented from you because the rental price included all of the maintenance of the equipment. We don’t have to budget for repair bills”.

Capital Costs

9) Short Building’s Lease – “We rented our air conditioning rather than install a fixed system as our lease for the building will be up in 3 years time”.

You may have a short lease, have old equipment that needs replacing due to increasing service costs, or you have no capital to buy a need piece of kit to grow your business.

10) Rental Equipment To Suit The Application – “Cool Energy supplied the exact specification of equipment for our requirements. We had the latest technology for our clients’ building and this reflected well on us”. The photograph (top left) shows a recent rental project, specified to the customers exact requirements.

No problem. Rental allows you to have what you need now rather than paying for it up front or signing a costly lease agreement for a long term.

Secure on site

Cool Energy install equipment with fixed or flexible pipe work to ensure that your system is resilient and works in the same stable manner as if you had purchased.

Water tanks, heat exchangers, fan coils, air handling units and cooling towers can also be supplied to construct the correct system required for each client.

Just like renting or leasing a car for your business.

Keep the capital in your bank account to enhance your cashflow and pay for your rental charges from the profits you make by installing Cool Energy equipment for as long as you need it.

Why buy something when you may not need it in the future or you may need to change it in 2 years for a bigger unit or for a more efficient way of producing what you do?

Technology Costs

With refrigeration and control technology developing at an increasing rate, renting your equipment is a sensible way to ensure that you don't buy something that is obsolete or loses its value in an accelerated way due to new industry developments.

Protect your business by adopting a flexible and safer way to preserve the capital in your business by renting to ensure you receive the latest equipment in the future without and loss of capital.

Cutting edge technology is available from Cool Energy and all of our equipment is tested and accredited by Eurovent to confirm that what we say is what you get.



Cool Energy are national and can be contacted on **0800 169 3861** or via email on **info@coolenergy.co.uk**