

No Capital? Then why not rent.

With the credit-crunch affecting investment and cash flow in business Cool Energy can offer an alternative to purchase at a time when it could be prudent to keep a hold of your cash reserves.

There's more to renting than breakdown cover

Russell Wilson, Cool Energy's Director of Rental (Pictured right) asks you to consider renting new equipment for the long term before you choose to buy. "We have noticed a change in the reasons why our customers decide to rent cooling and heating equipment rather than buy and we want to share this with our clients.



The majority of our customers require hired in equipment to help bridge the gap during a breakdown and then they either decide to repair their kit or buy a replacement.

However, just like renting a building or vehicle - financial and economic constraints mean that some of our customers require a more flexible approach to business and decide to rent or lease.

Businesses don't always consider the alternatives to purchase or simply don't know what is available to them. We also have a number of customers who plan for their future but don't know if what they buy today will be needed in 2 years time, or will be big enough to cope with any growth."

Flexible approach to rental

Cool Energy offer a flexible approach to rental by providing long or short term rental periods and either brand new - fully specified equipment or rental fleet from a wide variety of equipment to match the application.

We have found that a lot of our clients have then been able to match one of our options precisely to their own particular business needs.



Availability of equipment and installation is then discussed to suit the process or HVAC application and production, which can also be carried out during shutdowns and out of hours to help limit any disruption to a minimum.

Why Rent?

To highlight the main benefits of our service here is our customers top 10 list to help clients understand what we can offer.

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.



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 Corporation Tax and will reduce what you pay. Our accountant weighted up this 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”.



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”.

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”.

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”.

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 to the right shows a recent rental project, specified to the customers exact requirements.



The Cool Energy Service

Cool Energy has a wide range and resource of equipment with 100mW of rental fleet currently available.

In addition to this, equipment can be purpose-built at Cool Energy’s own 50,000ft² manufacturing facility based in Southampton to suit any bespoke, low temperature, ATEX and low profile applications.



This includes air and water cooled HVAC chillers up to 2mW single units, air handling units, portable office air conditioning and process heaters.

“We readily offer a wide range of cooling equipment for our clients, so choice is not an issue. Our main aim is to provide a cost-effective solution and alternative to purchase when there are not funds available.

I am confident that our European business can provide a first-class service to a wide range of businesses.”
Ends Russell.