

### Summary:

A UK based business was looking to expand into a new market but required extra equipment to do so. Perry were able to supply the right equipment at a price considerably cheaper than the cost of purchasing new, thus reducing the clients risk for market entry.

### The Client

The client is a manufacturer of specialty chemicals based in the UK. They supply products to a range of industries, from Nuclear Power Stations to Pharmaceutical companies. Although a small business they are highly successful and continue to expand their offerings to both new and existing market places.

### The Problem

An opportunity had arisen for the client to sell their speciality chemicals into a new market. However, to do so they needed a glass lined dryer in order to produce the high quality product required. With an uncertain global economic climate and the traditional risks associated with entering a completely new marketplace the cost of purchasing a brand new dryer and the time it would take for that to be delivered would be the project uneconomical.

### Perry's Solution

Perry had a number of items in stock that could have been suitable but our sales team used their knowledge and understanding of the client's business to identify and suggest the most appropriate items. We were able to supply these at a price that made the whole project viable .

### The Outcome

The client purchased two glass lined dryers from Perry which were delivered to their UK site. Within three months the items were refurbished and installed and were running seven days a week. The cost of the minor modifications required when combined with the cost of the equipment was still significantly less than the cost of new dryers, reducing the risk to the company of entering the new market place. Furthermore, the client was able to have the process line up and running in a fraction of the time it would take to commission new items, thereby allowing it to commence selling into the market much more quickly and therefore recoup its initial investment.

## **Perry Process Equipment Ltd:**

Perry Process Equipment Ltd is the European Head Quarters of the Perry Machinery Group of Companies. As international used process plant & equipment specialists we have been working with clients in the chemical, pharmaceutical and food industries for over 75 years.

The group opened its 20,000 sqft warehouse and offices on its 6 acre site in Newton Aycliffe, County Durham, in 1990. Since then we have opened further operations in Poland, Czech Republic and Germany as well as establishing a presence in France, Russia, Israel and others. This gives Perry worldwide links and global buying power to ensure that we have the best quality equipment available for our customers.

Perry's primary business is the purchase and resale of used processing equipment and plant. We source the best quality used and surplus equipment which we then sell to other companies that require items for a number of reasons, e.g. breakdowns, expansions, new projects. To complement these activities we also offer a range of services including:

- Asset valuation
- Management of dismantling plant
- Asset disposal through auctions
- Buying equipment directly for stock
- Checking and testing of used equipment before resale
- Various sales options including sale/return and rental
- Management of transportation and logistics, globally
- Full reconditioning available through our qualified engineering team

Above all, we believe it is our ability to retain the personal touch whilst working on a global basis that ensures many of our customers return to us time and time again.

### **Main Contact Details:**

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