

Our New Premises

Things are only getting better for the award-winning, Derbyshire based distributor of Mitsubishi Electric, Hitachi and Panasonic Heat Pump and Air Conditioning products. Aside from a 20% increase in sales year on year and the achievement of a number of other financial milestones including record annual turnover (over £4m), record monthly sales, record individual sales and record profits, we have implemented three major changes to the business that have provided Logicool with an excellent platform from which to continue growing the business year on year. With the change of premises being the catalyst to Logicool's expansion, our application focuses heavily on this development and we hope that the graphics show what a significant change this has had to our business.

Customer Service department

Allows Gill and Lisa to focus their efforts entirely on order processing and logistics. This is an essential part of our business and one which we manage very carefully. When things go wrong it is most likely to be due to third party involvement and Customer Service Director Gill Richardson spends most of her time managing this element of the business pro-actively.



Meeting Room

A huge improvement to the business. Finally a place to discuss ideas, frustrations, growth and sales.



Future Training Area

Exciting plans for 2016...

Spares Warehouse

Over £100k of Hitachi spares. The only active Hitachi spares stockist in the UK.

LOGICOOL

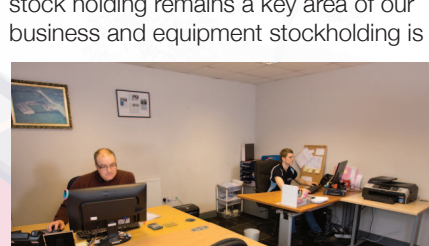
Specialist Distributor of Climate Control Solutions

Future expansion

An extra 2000 square foot of office and warehouse space already owned by Logicool.

Operations Centre

Spare Parts response, knowledge and stock holding remains a key area of our business and equipment stockholding is



our biggest growth area of the last twelve months with a 200% increase in stock value and a 100%+ increase in capacity. These operations are combined in one area to ensure that customer demands are met by Simon and his team.

Technical Hub

This houses Karl, Steve, Bob, Disa and any number of visiting Technical Sales Staff. This is where the quotations, projects, marketing and ideas are carried out. Putting like-minded people in one room allows ideas to develop and the business to take great strides forward.



Equipment Warehouse

A £150,000 stock holding of Panasonic and Hitachi equipment. Fast moving split systems, carefully managing for efficient product sales and turnover of stock.



Our Ethos

In addition to this we have also introduced a new company ethos which we are using as a template with which to conduct our business with customers, suppliers and stakeholders. This is an important part of the business. We want to see all of our partners as part of a joint venture.

This ethos has been always been part of Logicool but by putting it "out there" as part of our image it makes us understand what we as a business and a team

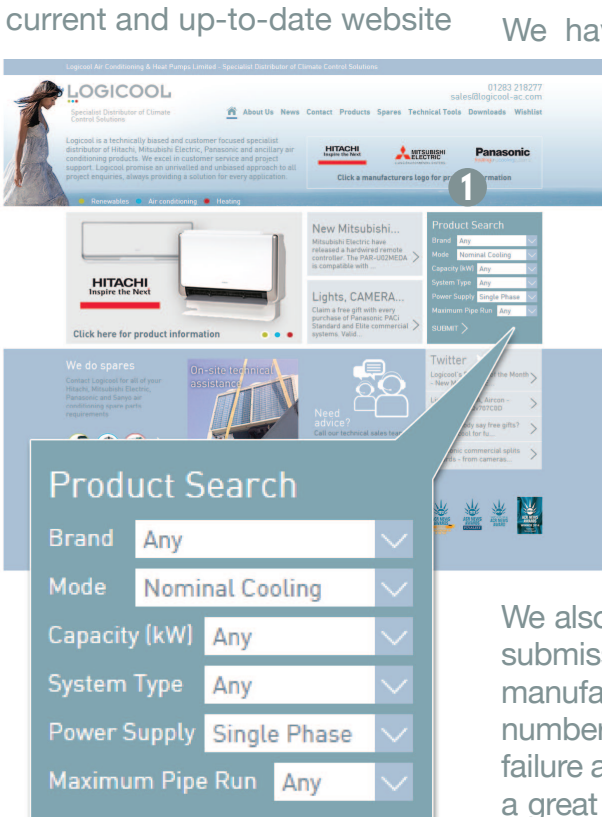


are about. It also makes us more "understood". It allows us to communicate more effectively the idea behind Logicool to new and existing employees, customers and suppliers. This has played a significant part in developing our relationships this year.

This cycle can initially highlight some room for improvement in the relationships between stakeholders, but once those have been addressed we can see the benefits this has on greater working relations.

Our Website

Logicool is passionate about their website. Re-launched in February 2014, this is the most current and up-to-date website



on the market with model numbers and technical data updated and managed the same day changes have been announced. We aim for our website to be used

as a technical tool by sales and technical engineers within the industry as well as staff.

We have introduced a unique product search to our website that helps users to select equipment based around certain criteria which in turn produces matched results from the brand(s) that Logicool represent.

The results can then be tailored and the final selection can then be sent as a quotation request directly to the Technical Hub.

We also have a spare part online submissions where we request manufacturer, model and serial number, parts required, details of failure and contact details. This is a great tool for engineers on site that require a quotation sent through. This level of information is to ensure we can highlight any other potential failures to the engineers before they attend site. The spares submission is sent to the operations centre who will be able to offer the technical support.



Keeping to our morals – current product data, fault codes and sales literature remain on our website ensuring they are kept up-to-date and easily accessible. We pride ourselves in ensuring that all the information is provided to customers before they ask for it.

Our Management Team

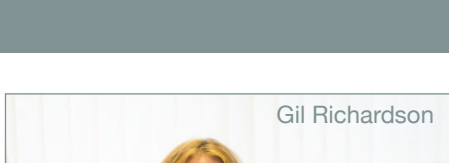
Founder **Karl Richardson** has been in the Refrigeration and Air Conditioning industry for over twenty years.

Having previously worked for some of the most prominent companies in the industry in diverse roles from Trade Counter to Site to Branch and National Management Karl identified that basic technical and customer service skills were important for all staff serving the industry and still instils these measures for



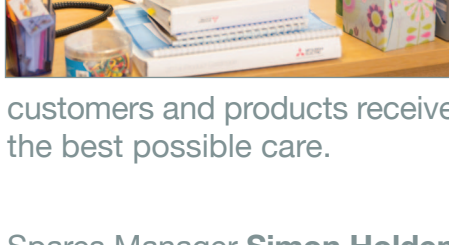
all employees as building blocks for the growth of the Company. Six years on and Karl is now managing a new three year business plan for Logicool with ambitions to double turnover in that time whilst empowering the following key staff to also become responsible for this growth as a team working together to help achieve this goal. Step one commenced in October 2014 which sees the team working closely with the DTI funder Growth Accelerator programme.

Co-Director **Gill Richardson** is responsible for logistics and customer service. Gill is 100% enthusiastic about delivering the best service and works pro-actively to ensure our



customers and products receive the best possible care.

Spares Manager **Simon Holden** has over 25 years' experience of air conditioning spares knowledge. His role is to manage the provision of spares parts nationally, contributing to over 20% of the Companies turnover.



Technical Sales Engineer **Steve Hardiman** has vast experience of most areas of the air conditioning industry having started as an engineer and also running his own contracting company.

Steve has also previously worked for another Hitachi distributor and experienced manufacturing sales with Hitachi Europe before reuniting with old colleagues at LOGICOOL. Steve has a very "hands-on" approach to sales

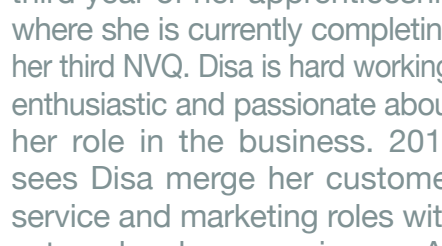
and is invaluable to the business. In recent years Steve has become our Mitsubishi Electric after sales specialist and his role combines field sales as well as site-based technical support for the business.



Disa Shearer is the winner of the first ACR News Customer Service Award. Disa joined Logicool as a trainee in February 2012 and is now a key member of the team helping to drive the business forward despite still being in the third year of her apprenticeship where she is currently completing her third NVQ. Disa is hard working, enthusiastic and passionate about her role in the business. 2015 sees Disa see her customer service and marketing roles with external sales experience. As Disa is such a popular member of the team we see it as essential that she also becomes a "face of the business".



Investing in bricks and mortar gives us a place to work and hold stock but investing in values and people allows us to maximise that space and create a happy, positive and successful working environment.



Our Name

Another significant development sees a name change that more aptly reflects the way we do business and how we see our position in the market.

Logicool Air Conditioning & Heat Pumps Limited reflects exactly who and where we are. Combined with our new premises and ethos these changes give us an identity and platform to stride forward with.

Finally, this year has seen an investment in four new recruits and plans are afoot to continue

to invest heavily in training for these and existing staff members. 2014 saw us invest in specific staff training with partners such as Papillon Du Bois, Heart of England and Dale Carnegie.

We believe that by investing in our staff and associated training that helps communicate more effectively the idea behind Logicool to new and existing employees, customers and suppliers. This has played a significant part in developing our relationships this year.

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LOGICOOL is more than a business.

Borne from a recession, whilst valuing staff as highly as customers, we strive to exceed a "family business" environment and are proud of this fact as this is our USP.

