

Growing together

Karl Richardson gives a personal view on the 10th anniversary of Logicool Air Conditioning & Heat Pumps.



Lisa Macpherson, customer services supervisor, and Dan Lewis, technical sales engineer, presenting a prize at Southwell, watched by Karl Richardson, right

Formed in 2008, at the height of the recession and with an initial investment of under £5,000, Logicool has grown into a £6.5m turnover business with 15 staff and a growing reputation in an ever-challenging market.

The last 10 years have seen us witness numerous challenges and experience unforgettable high points that have made us what we are today. The business retains a strong ethos based on values which promote respect, standards and teamwork throughout our involvement in the supply chain.

We believe that modern businesses requires realistic thinking. This does not mean “blue-sky” ideas but working together and respecting our responsibilities and expectations. A supplier to the building services sector cannot rely on a culture of digital marketing. It needs to promote real communication and understanding of our

Karl recalls that getting through the first Christmas was touch-and-go after Logicool was hit by a significant bad debt. He said: “The only way we could stay afloat was by selling our CD collection on Amazon. Most went for £3, £4 or £5 but I think I had an album by a relatively unknown Scottish rock band that raised £18, so that must have been a rare one!”

"Every order that Logicool has received from 2008 to 2018 is an achievement that we are proud of"

customers requirements. We try to educate new staff with the reality that employees within the air conditioning sector cannot expect to walk into work with a plan. Everything changes by 9am and we, as a supplier to the HVAC market, need to be

Gill Richardson presenting a prize at Southwell



The first celebration of the anniversary saw more than 80 guests gather at Southwell Racecourse at an event co-funded by Mitsubishi Electric. This was followed by a karting day in association with Panasonic which is covered in more detail on the facing page. Logicool is also hoping to confirm a third event with Hitachi during its anniversary year.

able to understand that environment and embrace the challenges that it presents to us daily. These facts represent the core of what and how we educate our staff. We try to understand our clients and offer the best possible service that they can expect. This isn't always possible but it is how we deal with things that either reduces or increases our reputation with the Logicool client base.

Every order counts

We exist in a market which is presenting challenges that we have never faced before. Presently, F-Gas and Kigali do not offer us a clear view of what the marketplace will look like when we celebrate another 10 years. We understand that the air conditioning market may see very little growth over the next decade and therefore we expect Logicool 2028 to look very different. We aim to continue to grow our air conditioning sales by taking more of the market share via our growing profile and commitment to great customer service whilst also focusing on emerging products and technologies. We expect that this will include growing sales in heat exchangers, air to water, chillers, air handling units and IT cooling. What we will not do, however, is lose focus with the clients that have got us to where we are today. Our strategy is to grow together.

10 years ago it gave me a lot of pleasure to receive an order for a 2.5kW wall mounted system. That feeling still exists today and I always correct staff or clients when I hear the words “it’s only a small wall mount” or “I know its only a small order but...”. No order is a small order. Every order that Logicool has received from 2008 to 2018 is an achievement that we are proud of.

£50 remote controllers can lead to £100,000 VRF orders. That ethos has been with Logicool from 2008 to 2018 and will remain with Logicool from 2018 to 2028.

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Support and backing

Looking back to 2008, we recognise that many of our existing clients were with us 10 years ago. Some of these clients remain the same company whilst many others are ex-employees of now non-trading clients, who dealt with Logicool at the time and then took the plunge to start their own businesses. With that in mind, we recognise the fact that many companies who traded with Logicool in 2008 are no longer trading and we need to remain respectful of the economic uncertainty which has followed us for these last 10 years. There is no sign of an impending economic boom.

A sign of our success is the people that have remained with Logicool throughout the journey as well as the businesses. We have grown together and aim to continue to do so.

Myself and Gill would like to take this opportunity to thank all of the staff, clients and suppliers who have supported us over the last 10 years. We would not have been able to start this business without the support and backing of Hitachi Air Conditioning, and would not have been able to grow without the additional support of Mitsubishi Electric and Panasonic. Those three brands gave us the opportunities, our clients supported us with enquiries and purchase orders and our staff deliver the success. That is how a supply chain works and we thank everyone for their support and look forward to the economic boom!



Guests enjoying the karting day co-hosted by Panasonic



Customers and representatives from Panasonic joined the Logicool team at Daytona Racing in Tamworth to help mark the 10-year milestone.

Paul Hetherington, managing director of Intermech, who teamed up with Logicool's Steve Hardiman to win the endurance challenge, said: “Karl and the team at Logicool have an in-depth understanding of the industry. Coupled with their consistent reliability, this has kept us coming back as a repeat customer over the 10-year business relationship. All the team at Logicool are a real pleasure to do business with.”

Second place went to Marc Newbold and Alister Bolstridge of Aircon Services Tamworth (a company which has been purchasing equipment for every one of the last 10 years). Another long-term client, John Lewis of Brookair Danfab,

and karting partner Dan Lewis, of Logicool, were third.

Enrique Vilamitjana, managing director of Panasonic Air Conditioning & Heating Europe, later presented the Logicool team with a commemorative wall plaque and birthday cake. He said “Karl Richardson has an exemplary CV which spans over 25 years in the industry. He has led the Logicool team well with a clear vision and determination to keep focused on where the business needs to be. We at Panasonic look forward to a long and fruitful relationship.”



From left, Makoto Takahashi, CEO Panasonic Appliances AC Europe, and Enrique Vilamitjana, managing director of Panasonic Air Conditioning & Heating Europe, with Gill and Karl Richardson