



Kym Jones,  
DIRECTOR

## CASE STUDY:

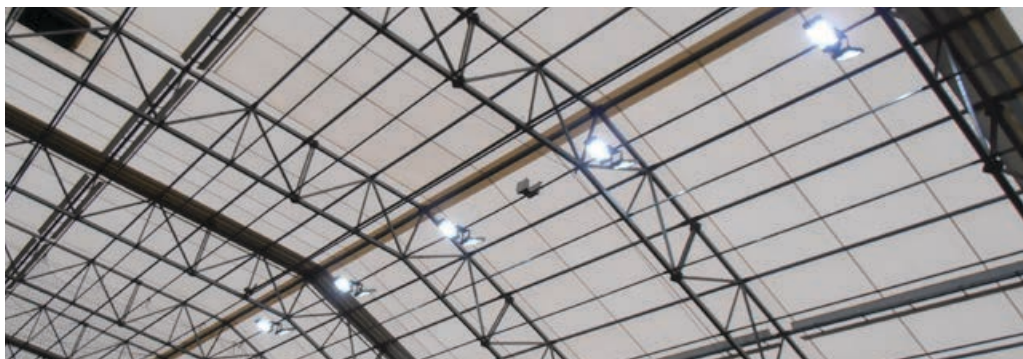
# ESSP lights up business with Energy Efficiency Financing scheme

*ESSP - Energy Saving Solutions & Products, Tyne & Wear*

**Specialising in the supply of energy-saving LED lighting, Energy Saving Solutions and Products (ESSP) provides energy-efficient lighting solutions across a broad range of businesses, including sports centres, hotels, county councils and police stations.**

Since its establishment in 2010 ESSP has maintained a good relationship with the Carbon Trust and is a recognised supplier participating in the Energy Efficiency Financing scheme (EEF), a joint initiative between the Carbon Trust and Siemens Financial Services Limited (SFS). The scheme is designed to provide finance for energy-efficient equipment for businesses, where monthly payments are arranged over the financing period so that the expected energy cost savings offset the cost of financing the equipment, effectively making the investment zero net cost or even cash positive.

The flexible financing arrangement provided by the EEF scheme means that a large capital outlay is no longer a prerequisite for companies looking to invest in energy-efficient technologies. Suppliers can now offer their customers the most optimal technology solution, with the reassurance that equipment payments will be affordable because they match – or are less than - the expected energy savings. This means that the solution sold is better capable of truly meeting the customer's business requirements.



Suppliers can also benefit from improved cash flow since, under the EEF scheme, invoice payments are made by SFS direct to them, usually within a day of SFS receiving correct documentation following installation. This one-stop-shop service, which brings together optimal technology combined with convenient finance, is highly attractive to clients and therefore gives suppliers a competitive advantage.

Kym Jones, Director of ESSP, comments: "Eighty per cent of our business, where transactions range between £20k and £200k, are now facilitated by the EEF scheme. The figure speaks for itself – the scheme is an integral part of our sales toolkit. Companies who would like to slash costs through energy-efficient lighting might feel discouraged by the initial capital outlay. The EEF scheme without doubt takes this investment barrier away as monthly payment is funded by the energy savings and any

**"Optimal technology combined with convenient finance, gives suppliers a competitive advantage."**

additional savings can be reinvested into the business. With the payback period for most of our projects being less than 12 months, customers can reap the benefits relatively quickly.

"We are very proud to be a recognised supplier of the EEF scheme as it demonstrates that the Carbon Trust and Siemens support what we do. It is also reassuring for our customers because they can be confident that they are dealing with a reliable, high-quality supplier. The mechanism of the scheme creates a win-win situation for us as well as our customers and we are particularly pleased with the EEF staff as they are very supportive and attentive – a very professional team."

## Energy Efficiency Made Easy

*For more information, please visit*

**[www.energyefficiencyfinancing.co.uk](http://www.energyefficiencyfinancing.co.uk) or call 01753 434 476**



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