

Manufacturing organisation



Asset finance from SFS helps foster growth and sustainability in retail packaging

The challenge

Lancashire-based machine manufacturer TRAKRAP provides energy efficient packaging solutions to the retail sector. The firm's patented wrapping system uses 90% less energy and 70% less wrapping film than traditional shrink wrapping by removing the requirement for heat tunnels. As demand for the solution grew rapidly, TRAKRAP wanted to access a suitable form of finance that would help its cash flow and improve its customer service through the provision of an attractive financing solution.

Our solution

Introduced to Siemens Financial Services (SFS) by its technology partner Siemens Digital Factory, TRAKRAP is now meeting rising demand thanks to a unique service agreement designed specifically for the manufacturer. The team at SFS took the time to fully understand the technology and their business model. Through a vendor financing arrangement, SFS pays for the TRAKRAP equipment and leases it to the end customer, enabling them to spread the costs for the use of the system over the contractual period on a "pay per wrap" basis.

Making it easier

With its "cost per use" lease, SFS is providing a financing solution that meets the needs of both TRAKRAP and its clients. Without the need to buy and own the equipment, the end customer benefits from the use of the system without a large upfront capital expenditure. The lease cost is offset by the various savings unlocked through the use of the equipment. Additionally, TRAKRAP receives the payment for the machine without delay and can continue to invest in growth.

"SFS made a real effort to understand our technology and business model. And it was time well spent: applications for financing are now being approved very quickly. The SFS arrangement means we can develop as rapidly as the market demands. So we're truly powered by Siemens, both financially and technically."

Martin Leeming,
Managing Director of TRAKRAP Ltd.

