

TRAKRAP: asset finance from Siemens Financial Services (SFS) helps foster growth and sustainability in retail packaging




Challenge

- TRAKRAP provides energy efficient packaging solutions to the retail sector.
- As demand for the solution grew rapidly, TRAKRAP required access to a suitable form of finance that would help its cash flow and improve its customer service through the provision of an attractive financing solution.

Solution

- The team at SFS took the time to fully understand the technology and their business model.
- SFS designed a unique service agreement designed specifically for the manufacturer.
- 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.

Benefits

-  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.
-  TRAKRAP receive the payment for the machine without delay and can continue to invest in driving 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.



- Location: Skelmersdale, Lancashire
- Services: designs and produces sustainable packaging solutions for manufacturers of Fast Moving Consumer Goods (FMCG) supplying supermarkets and retailers.

