

Packaging machinery manufacturer closes more deals with specialist integrated finance from Siemens



Redpack Packaging Machinery

Based in Norwich, Redpack designs and manufactures flow wrapping and packaging machinery. Its markets include industries such as fresh produce, pharmaceuticals, snack foods, household products, bakery, greeting cards, gifts and toys, etc.



Challenges

- Manufacturer Redpack Packaging Machinery wanted to continue its impressive growth trajectory and expand its market reach by offering integrated finance to its customers.
- One such customer was a Dutch company that wanted to enter the UK market for the first time. Despite having established a successful operation in the Netherlands, the company had to enter the UK as a new business, which posed a potential challenge when it came to accessing traditional lines of investment.

Solution

- As an international and expert financier, Siemens Financial Services (SFS) was the ideal partner for Redpack to achieve its ambitions and attract more business.
- Working with Redpack, SFS offered a financing arrangement that acknowledged the Dutch customer's footprint in Europe and its potential for success in the UK.
- As an ongoing relationship, Redpack can rely on SFS to tailor financing arrangements to individual customer requirements, enabling customers to realise investments without straining capital budgets.

Benefits

- 📄 Finance from SFS is now an integrated part of Redpack's sales offering, helping the business to support customers through the entire investment process even when they don't have the capital resources to purchase machinery outright.
- 📄 Thanks to this seamless finance offering, Redpack increased its turnover by 4% in year 1 alone and is able to close more deals where previously business might have been lost.
- 📄 SFS has nurtured a close relationship with the manufacturer and the team at Redpack benefit from SFS' sector expertise.

“When it comes to flexibility and arranging finance solutions that are more bespoke, SFS deliver.”

Rick Briston,
Business Development
Manager, Redpack Packaging
Machinery

4%

**Increase in year 1
turnover as a
result of
integrated
finance**

