

# East Midlands Vending: lease finance for vending machine supplier in the UK



## East Midlands Vending Ltd

A privately owned, independent local vending and refreshment company based in the heart of the East Midlands.

A customer-service centred business that delivers a personalised refreshment & vending service to meet every organisations' needs.



## Challenges

- East Midlands Vending started trading in April 2021 with the mission of delivering quality equipment and a personalized service to customers throughout the region.
- Although the owner-founders have a collective experience of 60+ years in the industry, the business was considered a new starter from a traditional banking perspective.
- To offer its customers the choice of finance at-point-of-sale and create more opportunities, the business required a reliable financing partner who could reflect their experience and offer competitive rates.

## Solution

- Having worked with the team within previous vending companies, East Midlands contacted Siemens Financial Services (SFS) to see what kind of support they could provide.
- Given their history and its in-house sector expertise, SFS was able to quickly understand the value of the vending company's proposition. SFS proposed a range of integrated sales financing solutions tailored to a small business and with a diverse customer base.
- As well as finance, SFS supplied access to its suite of digital tools which enable the operator to take control of its finance offering and rapidly generate quotes for customers.

## Benefits

- East Midlands can now offer customers a comprehensive range of financing solutions to suit their needs. Thanks to SFS' digital tools, the vending operator can get a decision on a deal within seconds.
- The team continue to work with their dedicated account managers who are always available by phone to explore options and share their expertise.
- SFS delivers a consistent and reliable service that has helped East Midlands to rapidly grow as a business.

**“Working with SFS feels like a true collaboration. We trust them to speak directly with our customers and can confidently lean on them to simplify the financing side of things.”**

Rak Ladva,  
Sales Director, East Midlands Vending

