

Energy-Efficiency Loans Case Study

J&J Pneumatics Ltd

Company profile

J&J Pneumatics Ltd was founded in 1963 and is based in High Wycombe. The company is a compressed air engineering specialist, and an official distributor of CompAir, Hydrovane and Busch equipment. Employing 20 people, J&J Pneumatics Ltd has a client list that features some of the biggest names in business, including Coca Cola, General Motors and Bosch.

In recent years, energy efficiency has become the main concern of many of its existing and prospective customers, who want to increase energy efficiency and lower energy costs.

Working with the Carbon Trust

When Energy-Efficiency Loans from the Carbon Trust were launched, J&J Pneumatics Ltd received information packs and invited the Carbon Trust to their offices to give a presentation on the scheme. Since then the company has used the interest free loans to generate numerous orders.



"In our experience, once people understand the benefits of a Carbon Trust loan, they are more keen to invest in energy efficient compressed air equipment. Because of the preparation and consultation that goes into making a loan application, we find that customers now depend on us throughout the purchase of the air compressor system. And this means a stronger relationship and, ultimately, a satisfied customer."

- Ian De Their, J&J Pneumatics Ltd



Business benefits

- The loans help customers overcome the cost barrier associated with buying equipment
- They add value to your sales proposition
- Minimum disruption to your sales activity
- You'll get help and support on how to use the loans scheme
- You help the environment by cutting carbon emissions

