

# All tooled up

**G**E Equipment Services Plant Hire has been operating out of Chepstow for 25 years and with 23 other branches nationwide it certainly is a big business. Always looking for ways to improve the customer offering and extend its services, this division of the global General Electric business has invested in a brand new tool hire outlet adjacent to its plant hire depot in Bulwark, Chepstow.

The convenient location, just a mile from the M48 and the old Severn Bridge, allows the new

tool hire branch to service a huge area both sides of the bridge.

“With free delivery on all orders over £75 it is very convenient for our customers,” said manager Will Prior. Will and his team have many years’ experience in the tool hire industry and their knowledge is freely available to customers.

Tool hire is very different from plant hire, which the group is familiar with running from their Chepstow and Swansea depots.

He said: “Tool hire requires a different type of

operation; fast-moving small assets and consumables require close management to keep account of everything. It’s important that items can be serviced and maintained on the premises and are always ready to hire. It’s a very fast-moving business.

“With the ability to take credit cards we can also do business with the general public and this is a big opportunity for us to enter a marketplace we previously haven’t been able to deal with. I’m confident my team’s expertise will be invaluable to the public as they try to tackle those personal building and maintenance projects,” said Will.

GE hasn’t entered this space lightly. With true commitment it has sourced a local team of experienced, knowledgeable staff, and brand new premises fitted to the highest specification with a retail area, collection area and workshop.

“Investment in the assets alone was more than £180,000 and we went to work straightaway for some of the plant hire customers that have a requirement for small tools,” said Will.

“I know this is going to be a very successful new project for GE Plant Hire and I’m proud to be working for such a well-respected company. Pop in and see us or give us a call – we are always happy to help.” ■



## Contact

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