

VALUE-ADDED REFRIGERATION

PORKKA UK

Strengthening Cold Room

Cost Control

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Background

“With more than thirty years experience in the UK market and fifty years experience doing business across Scandinavia and Northern Europe, Porkka has come to recognise the fact that uncontrolled costs kill businesses. Since that loss of control can happen anywhere in the value chain, Porkka UK has spent the last year speaking with customers and partners about their businesses and where Porkka can help to strengthen cost control. While in the main the contractors installing Porkka rooms are extremely accomplished and competent companies, there have been exceptions that break the rule.”

– Jim Kavanagh, Sales Director, Porkka UK

The old way

- *Porkka equipment sold to and installed by anonymous contractors.*
- *No or sketchy service records.*
- *No preventative maintenance schedule.*

Typical Subway Installation	Quantity	PM Visits per Year	Parts and Labour	Total Cost Ex VAT
Freezer and Chiller room	2	No	One Year	£14600.00

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THE PROBLEMS:

The main areas of concern that emerged during this review, while many and varied, can be condensed into the following:

- Uncontrolled Sales Process.
 - Porkka products being sold to and installed by non Porkka trained and controlled personnel.
 - Lack of clarity on costs and process when Porkka is not involved.
 - Poor traceability of life cycle costs
- Breakdown / Service contracts
 - Warranty management through third parties was confusing and stressful.
 - Service was slow because it could take days for Porkka to become aware of an issue.
 - Service was always reactive, thus taking longer and more expensive to rectify.

The Porkka way

- All sales either direct to franchisee or through reputable contractors.
- Service and preventative maintenance schedule in place from day one.
- Single nationwide service number.

Typical Subway Installation	Quantity	PM Visits per Year	Parts and Labour	Total Cost Ex VAT
Freezer and Chiller room	2	2	Three Years	£14556.00

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PORKKA UK SOLUTIONS:

- Porkka Direct Solution
 - Sell Porkka product direct to the Franchisee or main contractor.
 - Trained and Audited contractors and install teams.
 - Directly manage the entire sales / delivery process to ensure that what is delivered is what was ordered.
- Support Benefit
 - Single account manager managing entire process.
 - On time On Cost delivery.
 - Fully approved installation teams.

Cradle to Grave Support

Relax in the knowledge that Porkka UK will support your business by maintaining your equipment at peak efficiency through:

1. *Bi-Annual preventative maintenance visits.*
2. *Only Porkka trained engineers to attend for service and breakdown calls.*
3. *Single breakdown number operating country wide.*

Typical Subway Installation	Quantity	PM Visits per Year	Parts and Labour	Porkka Monitoring	Total Cost Ex VAT
Freezer and Chiller room	2	2	Five Years	Yes	£18950.00

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BIG BENEFITS:

Porkka now has the ability to offer and the competence to deliver.

- Three and five year warranty on critical parts.
 - IE, Compressor, Fans, Controllers.
- Three and five year service contracts.
 - Remote monitoring system required for Five Year warranty option.
- Finance packages to suite every scenario including both Mechanical and Mechanical / Cosmetic refurbishment.

Finance Options

Porkka UK Three- and Five-Years Parts & Labour Warranty with Service Contract Finance Option

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THREE YEARS OPTION

Typical Subway Installation	Quantity	PM Visits per Year	Parts and Labour	Porkka Monitoring	Total Cost Per Month
Freezer and Chiller room	2	2	Three Years	No	£523.00 (£17.43 per day)

FIVE YEARS OPTION

Typical Subway Installation	Quantity	PM Visits per Year	Parts and Labour	Porkka Monitoring	Total Cost Per Month
Freezer and Chiller room	2	2	Five Years	Yes	£430.00 (£14.30 per day)



Service Contract

Porkka Refurbishment of both Chiller and Freezer rooms. Service contract.

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PACKAGES

Package	Refurb Package Cost Estimated	Refurb Package Lease Cost 36 Months (finance sample only)
Package A	£1500	£50.00 Per Month £1.60 per day
Package B	£3000	£100.00 Per Month £3.20 per day
Package C	£5000	£165.00 Per Month £5.50 per day



Examples

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Below are examples of possible refurbishment and service scenarios:

PACKAGE A

1. New Condenser covers
2. New Handle assembly including emergency release and door seal
3. Full service and one year service contract to include two planned service visits per year

PACKAGE B

1. Polyvinyl cover outside
2. New condenser covers
3. New handle assembly including emergency release, and door seal and Light upgrade to LED
4. Full one year service contract to include two planned service visits per year
5. Control panels repaired or replaced

PACKAGE C

1. Polyvinyl cover outside
2. New condenser covers
3. New handle assembly including emergency release and door seal
4. Full service and one or more years service contract to include two planned service visits per year
5. Control panels repaired or replaced
6. Other critical parts as required. IE: Compressors, Fans, Controllers

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Thank you.