



formbar

FORMBAR LIMITED

COMPANY PRESENTATION

HISTORY

- Formbar was founded in 2005 by Simon Nickson, launched due to the break-up of a large shopfitting business that Simon was working for.
- Formbar retained the distribution agreement with Marsanz and the supply contracts with the a few convenience symbol groups from the shopfitting firm.
- In 2019 Hannah Lewis, who had been working for Formbar for 10 years, took the opportunity to purchase Formbar to be able to drive it forward with ambition.
- In the first four years since this change of ownership, Formbar has been successful in achieving an average year on year growth rate of 27%
- In 2023 Hannah negotiated exclusive rights to distribute Creaciones Marsanz S.A. Trolleys & Fittings in the UK
- Since 2019 Formbar has grown from 2 to 5 employees with plans to increase to at least 8 by the end of 2024.
- In 2022 Formbar increased the warehouse capacity by 100% and installed substantial racking and location system to improve picking efficiency
- Since 2019 there has been significant investment in new IT infrastructure, software and telephony systems in order to give our customers the most efficient service possible.
- In 2024 Formbar will move to a larger office with a Showroom and dedicated meeting spaces. This will also enable Formbar to open employment opportunities wider as the new office has fully accessible facilities.

CULTURE

- At Formbar we pride ourselves on being a friendly, efficient and honest business.
- Formbar operates a 'Family-First' policy whereby if a personal or family matter arises that member of staff is supported to take the time they need to deal with the situation. All members of staff have the facilities to work from home, if necessary, with all IT and Telephony being seamless.
- Everyone in the small team has autonomy over their role, time management and decisions.
- Our primary focus every day is to help our customers to make sure they have exactly the products or services they require. We are as happy making sure the smallest retailer has the right basket, to getting trolleys rolled out to a national retailer. We realise that trolleys and baskets pose a significant capital investment to all businesses, therefore we aim for all our customers to feel valued and not rushed into decisions.
- At Formbar we source all our products and services as locally as possible and where we can we support other SME businesses.
- Formbar has a rural office in a converted barn in the beautiful Oxfordshire countryside. This gives a calm place of work, and all members of staff head out at lunch time for a walk for fresh air and exercise.

ENVIRONMENTAL ACTION

- With every decision we make, we consider the environment and if we can improve the sustainability in any way.
- We use only renewable energy at the office, recycled paper and minimum plastic. All waste is recycled where possible.
- Long distance transport is a huge portion of embedded carbon in any product. Formbar purchases from European and UK suppliers in order to minimise the distance products have to be transported.
- The vehicle deliveries from Spain are always full loads, and we use 40' containers on the rail network where possible to reduce the carbon footprint further.
- By increasing year on year, the number of all plastic and hybrid trolleys we are selling, we are reducing the weight in the lorries, thus improving fuel efficiency.
- We also reuse the pallets, hardboard and bubble wrap that arrives in the trucks protecting the trolleys and baskets.
- Our packaging is mainly cardboard and pallets which can be reused or fully recycled.
- All the trolleys we sell can be maintained. None of our castors are welded on; they are all bolted on, so the castor/wheel units can be easily replaced. We hold stock of replacement wheels, handles, seats, end caps etc which are all easy to change and can freshen up an old trolley quickly and cheaply.
- In 2023 Formbar will be investing in the POPEI Sustain™ System in order to give comparable carbon footprints for all products to our customers and to help Formbar have the information to make even better manufacturing and purchasing decisions.

MARSANZ



- Formbar is the UK Distributor for Creaciones Marsanz S.A
- Creaciones Marsanz S.A is a leading Spanish company with over 50 years dedicated to the development and manufacture of commercial equipment.
- 500,000 trolleys manufactured annually and sold in 4 continents.
- Product range includes shopping trolleys, transport/logistics/storeroom equipment, point of sale display systems, shelving systems, entry-exit devices, checkouts and other retail equipment.
- High quality range of metal trolleys manufactured to meet all international standards.
- 10 phase electro-plating and rust protection polymer applied in house ensuring quality and environmental standards.
- Innovative hybrid trolleys with baskets made from recycled plastic mounted on steel chassis for strength and durability.
- Product design and development department always looking to improve on the products and to design bespoke trolleys for retailers.
- Marsanz and Formbar have an excellent working relationship relying on each other's strengths and access to the market.
- Marsanz are working towards sustainability targets including using renewable energy and recycled materials where possible. This is an on-going process only moving in a positive direction lowering the environmental impact the business and their products have.



Formbar distributes Araven products in the UK. Araven are the makers of the original Shop & Roll™ Trolley Basket range. Manufactured to last in Spain, they are now widely used by all retailers across the UK. Formbar holds in stock the majority of colours and sizes that Araven can supply. We also hold good stocks of branded trolley baskets for direct-to-store delivery as and when required.

Formbar distributes Polycart trolleys in the UK. The Polycart range of all-plastic shopping trolleys are a big move away from the traditional metal trolleys. One of the biggest user complaints about metal wire shopping trolleys is difficulty of steering; trolleys are either too heavy or the wheels want to travel in the wrong direction. Plastic shopping trolleys tackle this issue head on by being very lightweight and sturdy, and unlike wire trolleys, they do not end up bent out of shape. With lower attrition rates retailers are starting to give these trolleys serious thought.

Polycart

OTHER SUPPLIERS

In order to provide a full product range and to satisfy customer demands Formbar has several UK and European manufactures supplying items from baskets to locks to specialist trolleys and other retail equipment.



SERVICES

- Direct to Store Delivery – Formbar can hold branded and unbranded stock to be called off and delivered direct to store as required. This is very useful for top-up orders, new store orders, welcome packs for the convenience symbol groups and other eventualities/requirements.
- Welcome Packs – Our Convenience symbol group customers regularly supply lists of new stores, and Formbar can then send a particular agreed set of products to each store.
- Branding – Formbar offer a managed branding service; customers can email their logo and branding requirements to the team and receive back proofs and mock up images to choose their desired configuration.
- Bespoke Design – Formbar can create for you the perfect trolley to suit your needs. This may be to nest in with a current fleet or to solve a particular issue for example for order picking or moving stock items.
- Trolley Storage – Formbar can arrange for onsite trolley shelter fitting, Kee-klamp areas for outdoor storage, Indoor chrome post and Rail Systems, mobile trolley bays and more.
- On Site Maintenance – Formbar works with trolley maintenance companies to supply on site servicing and mending of trolleys. This includes welding, realignment, replacing wheels, handles, seats or for a store rebranding project where all handles need to be changed for new branding.
- Offsite full trolley refurbishment – Formbar can arrange to collect trolleys from a store and take them to the workshop for mending, and they can then be re-plated with a new layer of zinc for rust protection and to give the trolleys back their shine. New wheels, handles, seats and other accessories can all be refitted and returned to the store. While the trolleys are away, we can put in hire trolleys, so the store is not left without.
- Hire Service - We offer a unique hire service for those busy sales periods; we can offer a choice of two trolleys and a shopping basket to help maximise customer spend and shopping experience. However, if there is a need for a certain style trolley for a limited amount of time, please contact us so we can help you as much as possible. We can offer the trolleys and basket for however long you need and pick them up once you are finished with them, so you do not need to store them. By offering additional products for your customers during busy sales periods you are allowing your customers to shop comfortably and purchase what they need, rather than worrying about carrying the items. You can hire trolleys for anything you may need for example: pop up stores, exhibitions, film/prop use and if your current ones are in for repair.

CUSTOMERS

Formbar has over 500 unique customers including...

The ASDA logo is written in a bold, green, sans-serif font.The logo for Foodhall Selfridges & Co. features the word "FOODHALL" in a bold, black, sans-serif font above "SELFRIDGES & CO" in a smaller, black, sans-serif font.The logo for MajesticWine includes a circular crest with a green vine and leaves on the left, followed by the text "MajesticWine" in a green, sans-serif font.The logo for The Range features a red circle with a white "R" inside, followed by the text "The Range" in a blue, sans-serif font, with "Home, Leisure & Garden" in a smaller font below.The Sainsbury's logo is written in a large, orange, sans-serif font.The logo for the National Trust features a black silhouette of a tree branch with leaves above the text "National Trust" in a black, serif font.The logo for one|stop is written in a white, sans-serif font on a blue, rounded rectangular background.The logo for Budgens is written in a white, serif font on a dark green rectangular background.The logo for Boots is written in a white, cursive font inside a blue oval.The logo for Harrods is written in a white, cursive font on a dark green rectangular background.The logo for Nisa features the word "Nisa" in a blue, sans-serif font with a yellow arc above it, and the tagline "Just what you need" in a black, cursive font below.

THE RANGE

- Formbar has supplied trolleys to The Range for around 15 years. Supplying direct to store correctly branded and accessorised customer and staff trolleys as required either for new store openings or as top-up deliveries always with a significant upturn in the run up to the festive trading period. The majority of the accessorising is done at the Marsanz factory and the stock held at Formbar to be called off direct to store as required. Formbar does have a workshop function so we are able to fit Gatekeeper or Travelator wheels in the UK so we can expedite orders without having to wait for a trailer delivery from Spain.
- 3 years ago, The Range asked that Formbar also start supplying their baskets in order to streamline the number of suppliers they deal with. They were a direct customer of Araven but as Formbar are a distributor for Araven in the UK it was an easy transition. The Range were ordering the baskets in full trailer load quantities which took up significant storage space in the DC plus the capital investment plus then coordinating the deliveries out to the stores as they needed them was an extra unnecessary hassle for the team. By asking Formbar to do this for them they have reduced their workload, space and investment requirements. Formbar has regular full trailer load deliveries from both the Marsanz and Araven factories in Spain, so we were easily able to absorb this additional requirement. The big advantage to The Range is that their stores can now place mixed trolley and basket orders and all is delivered together. Whether this is for a new store or a top up delivery it reduces the number of deliveries to busy Goods In departments at stores.
- The Range is Formbar's longest standing customer and we have an excellent established working relationship.