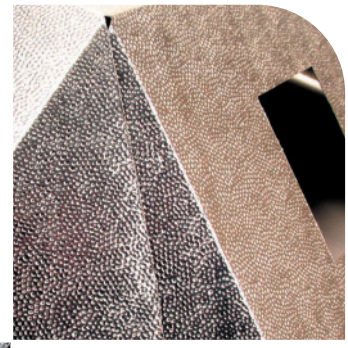
Hydrogen Wholesale Supplies Ltd

HYDROGEN WHOLESALE SUPPLIES LTD

case study #01



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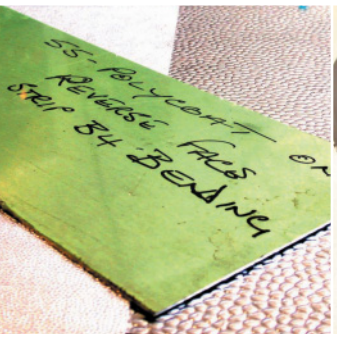

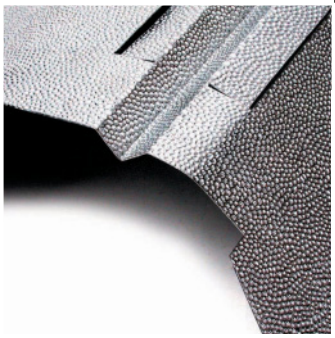

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As a specialists wholesaler to the hydroponics industry, Hydrogarden supply both the commercial and retail market. Hydroponics is the process of growing plants in water without soil, and is a relatively new but rapidly expanding industry. Hydrogarden import nutrients, and provide lights, power plant lighting and any other accessories that the industry may require. They sell to commercial growers and the specialist retailer. Hydrogarden are in effect a warehousing service for their customers.

The hydroponics industry utilises special products and methods to ensure the plants and crops can grow. This includes providing nutrients and growing the plants in special cases under concentrated light.

Hydrogarden realised there wasn't a standard product on the market to meet the specialist requirements of the industry and wanted to manufacture an appropriate product themselves. With a concept in mind, but unsure of the practicalities of how this would work, Hydrogarden approached BBF. At this point BBF got involved in the design process, recommending the best and most cost effective ways of producing the product and also suggesting alternatives.

This was over 4 years ago and since then Hydrogarden and BBF have developed a very successful relationship. BBF now work together with Hydrogarden to design with them, and then supply metal boxes and cases for lighting products as well as fabricated boxes. Says Mick Carroll, Operations Manager at Hydrogarden, 'With BBF we work more as a partnership than to the conventional supplier relationship; really they are an integral part of our business. We work together on projects, rather than each working as individual companies'.

Hydrogarden like to take a proactive and market-focused approach to the design of their products. As the industry is still in its infancy, talking to retailers to find out what is required is often their best means of understanding the market. In responding to the market and producing a product to fit this specification, Hydrogarden often work in conjunction with BBF, taking the outline of a design to BBF and jointly discussing how best to produce the desired result.
Quite often BBF are also given specific designs and asked how it can be produced within a set budget.

'Working within such a specialist industry it is important for us to have a partner whose advice we can rely on, but who we can also depend on for quality products.' continues Mick, 'BBF are always helpful and responsive, as well as extremely flexible. This is vital within this industry, as it is fast changing and still a very immature industry in terms of product production. BBF will pull out all the stops in order to meet specification and delivery requirements'.

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bbf

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