



THE CHALLENGE

Back in 2007 RATIONAL UK had its own spare parts sales and distribution centre based in Luton and was responsible for all sales of genuine RATIONAL spares into the UK and Ireland. Due to business growth, it quickly became apparent that to ensure maximum customer benefit, we would need to go into partnership with the professionals in this field of operation.

We pride ourselves on an excellent first time fix rate within 24 hours and to maintain this, we must have a fast and reliable delivery of spare parts to our engineers and in First Choice, we have found the perfect partner.

Mark Bloyce, National Service Manager, RATIONAL UK



£600,000
Stock Value



1,400+
Stock Lines



OEM
Technical Training

THE SOLUTION

RATIONAL UK have been in partnership with First Choice Group since 2007. We approached First Choice due to their commitment to provide manufacturers genuine spare parts on a next day service and to this day they have maintained this excellent service for us. They currently stock over £600,000 Net value of genuine RATIONAL spare parts, accessories and cleaning chemicals meaning almost 1,400 stocked lines.

We pride ourselves on an excellent first time fix rate within 24 hours and to maintain this, we must have a fast and reliable delivery of spare parts to our engineers and in First Choice, we have found the perfect partner.

First Choice Group currently stock over £600,000 Net value of genuine RATIONAL spare parts, accessories and cleaning chemicals meaning almost 1,400 stocked lines.

Mark Bloyce, National Service Manager, RATIONAL UK

GOING FURTHER

RATIONAL UK have always provided technical training on our products to both our warranty authorised Service Partner engineers and to those service companies that are repairing our equipment outside of the 2 year manufacturer's warranty period.

Again due to business growth, an ever increasing installed base of RATIONAL equipment and market demand, in 2014 we decided to approach our most experienced Service Partners with the offer of them receiving extensive technical and train the Trainer training at our factory in Landsberg Bavaria to enable them to provide expert tuition in the installation

and fault diagnosis of our equipment. One of these companies was Combico UK who are now the training wing of First Choice Group headed up by Martin Dagnall who originally worked for RATIONAL UK as a Regional Technical Manager. Martin carries out scheduled monthly RATIONAL training from state of the art training facilities and has already trained over 50 engineer's year to date and is happy to schedule additional courses on demand.

Find our more at www.firstchoice-cs.co.uk