



Commercial Water Production and Distribution

Office Watercoolers Limited (OWC) provides water coolers, spring water and other ancillary items such as boilers, SIP (sanitise in place), sanitisation, service and repair to businesses across the UK. The company is customer focused, which shows in its exceptional service levels. The company continues to take advantage of new technologies to reduce the impact on the environment for both the business and its customers including reducing energy used and carbon emissions.

- Its dedicated management team has over 50 years' experience and drives the culture of quality and efficiency throughout the business
- National network coverage, timely delivery and advertising efficiency are achieved through five regional distribution centres
- Our reputation and culture as the market leader for service quality and standards enhances the customer experience and increases operating margins
- OWC has a proven track record of acquiring, integrating and delivering strong performance for bolt on acquisitions





Providing excellent service and high-quality water since 2001, and with more than 20 years' experience within the industry, OWC is one of the most successful water cooler companies in the UK.

From its Midlands base and with depots across the country, customers are offered a nationwide service. OWC installs bottles and mains-fed dispensers delivering water, and a hot and cold beverage service.

OWC operates as a founder member of AWS, a group of eight independent companies responsible for more than 60,000 units. AWS was initially set-up up as a buying group, with access to over 20 regional service depots which enables OWC to provide true national coverage.

The extensive range of high-quality coolers the business offers can be sited in any location and satisfy all levels of demand, along with a high-quality customer experience. OWC prides itself on its customer service ethos. The company's dedicated teams work hard to deliver a highly tailored service and to establish long term relationships with all customers.

Through organic growth and acquisition, OWC now has a nationwide presence and can meet the demands of its customers.

Within the last financial year, there have been some notable large customer wins. These include successfully tendering for London Underground and Apple Int. The industry continues to consolidate, which creates further opportunities for expansion.

Performance and strategy

The UK Watercooler market is split roughly 60/40 between mains-fed and bottled, with mains-fed having the larger share of approximately 700,000 units. During the last few years, OWC has migrated a significant number of bottled units to the more environmentally friendly mains-fed units. This means OWC's split is now 80/20 in favour of the mains-fed option. OWC continues to promote the more environmentally friendly mains-fed option to all customers.

Whilst OWC continues to develop larger national key accounts, its target market is the 1-10 cooler smaller company account. This focus gives less exposure to larger national accounts which are typically at very low margin, a strategy which has proved to be successful.

OWC has partnered with industry software specialists who have provided tailored company software. ProWat is a stable industry platform that completely underpins OWC's ability to provide fast, accurate delivery of product, asset management and billing whilst providing efficient back-office facilities and support to the management team.

Environmental responsibilities are something OWC takes seriously and includes the recycling of all cardboard and plastic thereby reducing the company's carbon footprint. The introduction of a small inbuilt SIP machine (sanitise in place) also means a substantial saving on energy usage for customers.

Employee wellbeing is at the heart of everything OWC does. Training and personal growth opportunities give all employees a chance to grow and promotes a happy and healthy workplace. OWC's flexible working policy provides the opportunity to recruit from a wider pool of individuals whilst enabling existing employees to have a greater work life balance.

The business excels in the area of health and safety where it continues to plan, monitor and control all related health and safety measures with input from wider Group expertise.

The business has maintained its status as one of the leaders in the watercooler sector. With the support of suppliers, OWC continues to help develop the next generation of environmentally friendly watercoolers.



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