

Member Interview: APD International

Gloucestershire, 24th August 2017: David Fitzsimons interviewed Phil Meek and Dave Tingle from new member company APD International.



Rodney Copperbottom likes what he sees at APD International

What's been happening at APD recently?

On a personal note we should acknowledge the premature and tragic death of Peter White. Peter was the inspiration for our remanufacturing business and for the plans that have been implemented to grow it. We miss him but are grateful for the support of his family, who now own the majority of the equity in the business.

On the business front, in 2015 we integrated the Czech operation, and we are currently engaged in a project to set up a satellite plant in Cincinnati. We are supplying 150,000 units a year to customers in USA, Canada and Europe, and business has been good.

You participated in the London event with the Chinese trade delegation on 7th July 2017. Do you have plans to expand your business in South East Asia?

Yes. We are interested in partnering with suppliers from South East Asia who have no manufacturing or remanufacturing facilities in Europe. We have been working closely with DIT to do this, including using the Europe Enterprise network, which connects potential trading partners. The European Remanufacturing Council co-sponsored the event in London so it was helpful to meet people such as Bianzhuo Li from CACE in Beijing, whom we would be unlikely to meet by ourselves.

You have over 30 years' experience in remanufacturing – are there any trends you would point out?

Remanufacturing is a uniquely interesting business. There has been a constant downward pressure on component prices over the years. For example, a typical fuser 10 years ago would have been €300 per unit but now the same unit would be €80. On the other hand, the shorter product life cycles and faster rate of innovation creates new opportunities to

supply components that can extend the life of machines. If you know the product range well, and which components are now rare, there are a lot of opportunities too.

But the business needs skilled people and recruiting has been a constant challenge, remanufacturing requires some specific skills and attitudes so we need to be always on the lookout for the right type of people to join us.

What value do you expect to get from joining the European Remanufacturing Council?

We know our own business really well. Joining now gives us an opportunity to meet companies that are involved in sectors other than imaging equipment and to find out what research is going on. We want to grow our business and – of course – who wouldn't want to meet Rodney Copperbottom?

To learn more about APD international visit: www.apdiltd.com/

The CER (Conseil Européen de Remanufacture) is managed by Oakdene Hollins



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