

October/November 2022

# IER

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# EPE EXCLUSIVE SUPPLEMENT



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Brands You Know, Distributor You Trust



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A big thank you to our valued customers and brand partners, but especially to those who have had faith in EPE from the very beginning.

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**Congratulations  
EPE on your**

**Years**

**ANNIVERSARY**

**beko**



**The UK's no1 best selling large home appliance brand†**  
are proud to partner with you

† Source Euromonitor International Limited; Consumer Appliances 2022 ed, as per major appliances definition, retail volume sales in units, 2021 data.

# EPE International celebrates its 20th anniversary

From humble beginnings in Huddersfield, EPE International has become a highly successful company, and its commitment to brands, staff and customers remains as focused as ever. As the company reaches this milestone, **Simon King** sits down with EPE International's chief executive, Noel Pamment; and managing director, Harry Singh



Noel Pamment was managing director of Pik-A-Pak and, having set-up the Igenix brand, he was keen to work for himself, so left the business in August 2003, and EPE International was established on September 12, 2003.

The name EPE is particularly special to Noel, as it is named after his daughter, Ella.

Noel said: "I set-up EPE International – Ella Pamment Enterprises – but I had to fight with the solicitor at the time because I'd chosen to have the word 'international' in the name.

"I wanted to import and I was told that I couldn't have international in the company name, however, EPE International was successfully established."

At that time, Noel didn't have any premises and, despite his industry experience, no idea what he was going to do.

"I went off to China to meet people that I knew, and when I came back, I realised I didn't have anywhere to put the stock and didn't know how I was going to send it out to retailers," Noel said.

"At that time, I'd known Harry Singh since we were 20 years old; he was an apprentice and I had worked on an account in an electrical wholesaler, so I had worked closely with him over the years as a supplier and customer."

Noel told Harry his idea, showed him some samples in the boot of his car, and Harry joined EPE International.

"We worked out of Harry's old electrical contracting premises," Noel said. "I was in the corner of an office on the phone and then we decided that we needed to build a unit, at this point, the stock hadn't even arrived.

"We knocked down the existing small building to put a unit on and we worked from two 20-foot Portacabins on top of each other in Harry's brother's car park."

The first brand that EPE International signed up was Wahl and that was followed into the stable by Kenwood and Morphy Richards.

"For companies like Breville, Russell Hobbs and Bosch, there were massive fights even though I knew all of the people from where I'd previously worked," Noel said.

"They were not interested, as there was so many other distributors in the market at the time. They felt that we would come in and disrupt the market, and it would upset everybody. Other than Wahl, Morphy Richards and Kenwood, nobody was prepared to give us an opportunity."

The next step in the company's development was to move to new premises on Leeds Road in Huddersfield in 2007.

"In 2010, we did a relaunch of the business and went from being an importer to branded distribution," Noel said.

"That was a massive turning point for the business and we got into areas of the market where people started to take us



Above left: Harry Singh

Above right: Noel Pamment



Above: EPE International has attended many trade shows

seriously.

"They all lined up and saw us as a serious business," Noel said.

Harry said that up until 2010, EPE International had agents working on its behalf.

"However, we started building a sales force, at a time where other companies were cutting back," Harry said.

Noel said that in recent times, EPE International has gone back to the fundamentals of where it was in 2010 – good quality brands and servicing customers well.

"We want to invest more in good quality salespeople to look after those retailers,"



## EPE International: Celebrating 20 years



Noel said. "The market is there to grow the business."

The fundamentals of service and offering a high quality of service, includes next day delivery. Harry said: "We're the only distributor in the UK now that represents branded SDA products."

"We don't have a brand. We licence brands and we engage in strategic relationships with brands of heritage and authenticity. We honour the brands we represent; we honour our customers and we honour our staff as well."

"We don't want to dilute our business model, and we're not interested in own brand – we'll always sell brands. We always give that service to independents, multiples and nationals."

From November 1, EPE International will look after Husqvarna's, garden brands Flymo, Gardena, and McCulloch.

Harry said: "Husqvarna has signed a long-term agreement with EPE International to distribute its products to independents and multiples – Husqvarna will open the garden industry for us."

Looking back over the last 20 years, Noel said that the business has built up a really good reputation with suppliers and customers.

"We want to work in partnership with both suppliers and customers," Noel said.

With a plethora of brands in the portfolio, Harry pointed out that each brand has its own dominant product category.

"The customer out there needs choice," Harry said. "Retailers used to need a good, better, best in a category, but now you need entry level, good, better, best and promotional."

EPE International has 50 staff and Harry said that some employees have been with the company for more than 15 years.

"We've got customers that have been here for 20 years and brands that've been here

20 years too," Harry added.

"We're not trying to be the biggest and the best; we're trying to do the job correctly."

"We're trying to give value to each individual customer, and value to each individual brand. It's not about hitting big numbers now, and then not doing it tomorrow – it's about growth."

In the current cost-of-living crisis, EPE International is seeing peaked interest in slow cookers and air fryers.

Noel said: "For the right products, consumers are willing to spend; they're not wanting to trade down. Going back to the recession of 2008, if consumers had money, they would spend it on the right product for their needs."

For two successive years, EPE International has been named as one of 1,000 Companies to Inspire Britain, which is London Stock Exchange Group's celebration of some of the fastest-growing and most dynamic small and medium-sized enterprises (SMEs) in the UK and Europe.

"We're very proud of that," Harry said.

"We punch above our weight; we've got some of the most inspiring brands, working with the most inspiring distributor, accompanied by the most inspiring staff."

Looking ahead, both Noel and Harry said that growing staff will be the most exciting part of 2023 for the business.

Harry said: "We're organically growing the next level of management. Sophie Littlewood, who's been here for four years, has become marketing head; and Simon Dawson, who's been here for 10 years, has become head of sales."

"This is about getting the next level of management in order to strengthen our service."

Noel added: "It's about taking the business to the next level with a solid foundation."

"As much as there's so much negativity

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**“ We don't have a brand. We licence brands and we engage in strategic relationships with brands of heritage and authenticity. ”**

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in the marketplace, we see a positive opportunity, We are in a mature market and as long as you've got the right products and you can deliver them, there's plenty of customers.

"We have some great relationships with customers; without relationships with the customer, you have nothing."

"We've stuck to the core fundamental values – if we're going to do it, do it right. Yes, we've made mistakes like everybody; we've made good decisions, bad decisions and lukewarm decisions – but we have stuck to the core fundamental values when we've had to get stuck in and get the job done."

Harry added: "We are distributors, and we do that well; we actually do it better than anyone else."

Harry said that as well as business partners for 20 years, he and Noel were friends long before EPE International.

Harry said: "The friendship that we had before the business, and the friendship that we have now, is completely different."

"I wouldn't want another business partner; Noel has been the perfect business partner for me."

Noel added: "We don't see eye-to-eye all the time, but instead of not being able to discuss it, we find that way to work through it, and that's what has made the business so successful."

With its 150,000sq feet warehouse, EPE International is well placed for future growth and customers herald its next day delivery, and its specialism in drop shipment solutions.



# Breville

newell  
BRANDS

Congratulations to Noel, Harry & the team at EPE on 20 years in business, it's an amazing achievement and long may EPE's success continue.

Newell Brands, have been working with EPE for over 15 years, EPE distributes our Breville & Crockpot brands to a host of retail partners. Without EPE as a key distribution partner, servicing all these retailers wouldn't be possible - we really couldn't ask for a more supportive distribution partner.

Congratulations once again to EPE from all at Newell Brands, here's to the next 20 years!



# crockpot



**Simon Dawson,**  
Head of sales

**How long have you worked at EPE International?**

I've been with EPE International for almost eight years now. I started with a small patch of independent retailers and grew from there, looking after some key independents and mini nationals. In 2020, I was promoted to head of all independents, looking after a small team servicing the core customers at EPE International. Recently, I was honoured to take the position of head of sales, and now look after the whole of sales for the company. Although EPE International has grown its brands and customer base over the years, the core principles of good customer service still remain at its heart.

**What are your key areas and responsibilities?**

My key responsibilities include overlooking the sales team and communicating with all departments to make customer interactions smooth and as easy as possible. A usual day typically starts with a cup of tea and a catch-up with the sales team, followed by a call to our head of operations, and checking that all orders and queries are being dealt with smoothly and swiftly. Working in my department is very rewarding – I work with a group of fantastic, passionate and knowledgeable people.

**What are EPE International's strengths in your opinion?**

Easy – great brands, great customers and great colleagues.

**Why do you think independent electrical retailers should choose EPE International (if they are not already customers)?**

EPE International can keep you up-to-date on current trends from the biggest brands in the industry.



**Geoff Eden,**  
Country manager

**How long have you worked at EPE International?**

I've worked at EPE International for almost 10 years and a great deal has changed over the years. We have taken on various brands and have become really focused on the independents and have grown organically. Customers who are here now with EPE International have stayed with us for a number of years.

**What are your key areas and responsibilities?**

I am country manager for Scotland and Ireland. My job entails visiting customers across Scotland and Ireland, so I spend a lot of time away from home.

I am on the road always by 7:30am ready for a day of seeing my customers; at 5:30pm, I will head home, which will usually be a hotel.

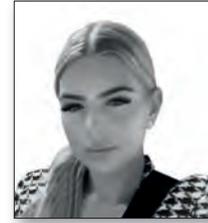
I enjoy the face-to-face interactions and have really great relationships with my customers. It's really the key part of my role to understand what the customers' needs are and to satisfy those needs.

**What are EPE International's strengths in your opinion?**

We have an established team and understand the marketplace. We understand when something is changing and know what the promotional cycles are. We don't just respond to customers, we are planning ahead to satisfy our customers' needs.

**Why do you think independent electrical retailers should choose EPE International (if they are not already customers)?**

All of the above – great products and providing great service



**Sophie Littlewood,**  
Marketing head

**How long have you worked at EPE International?**

I have worked at EPE International for four years. I started at EPE International back in 2017, supporting the administration side of the marketing team and have worked my way up to where I am now; marketing head.

Over the years, I have learnt so much and developed as a person and couldn't be more grateful for the support I have received. I still continue to learn as each day goes by and I want to see what I am achieving in another four years here at EPE International!

**What are your key areas and responsibilities?**

I head up the marketing department here at EPE International. I have been a part of many successful projects during my time here. One of the most recent projects was the launch of Hamilton Beach. I also produce our monthly Buyers Choice catalogue, which has proven very successful with our customers. If someone told me this time five years ago, I'd be doing what I am now, I wouldn't of believed them!

No day is the same in my department and that's what I love. The vibe is amazing, and I genuinely look forward to work every day! The whole EPE International family is a huge pleasure to be around.

**What are EPE International's strengths in your opinion?**

Great brands, great products, great people and great service – it's as simple as that really!

**Why do you think independent electrical retailers should choose EPE International (if they are not already customers)?**

We produce a unique and interactive digital catalogue each month, Buyers Choice, and it's the most influential buyers guide in the industry. We offer competitive pricing on the industry's biggest brands, to help our customers drive their sales. This is one of many reasons why you should work with EPE International.

**Hamilton Beach®**

PROFESSIONAL

epe

be inspired by brand

Celebrating EPE's

**20th**  
Anniversary!





**Kal Singh,**  
Commercial director

**How long have you worked at EPE International?**

I have worked at EPE International for 17 years; I have worked in many different departments across the business and gained a wealth of experience. Over the years I've worked in sales, purchasing, marketing, demonstrations, servicing, accounts, warehousing and IT – you name it, I have done it.

**What are your key areas and responsibilities?**

My key responsibilities are IT and the implementation of new IT projects and managing the warehouse and distribution centre. I ensure all orders fed into the warehouse are agreed and follow the correct requirements to our customers. I ensure all deliveries are despatched in a timely manner and that all IT equipment functions correctly. I am currently planning the implementation of new automation and procedures to streamline processes, from ordering to dispatching.

**What are EPE International's strengths in your opinion?**

Great brands, amazing staff, and the ability to adapt and change to meet customer and vendor requirements.

**Why do you think independent electrical retailers should choose EPE International (if they are not already customers)?**

The versatility and range of small domestic appliance products we stock.



**Tracey Calabricci,**  
Head of operations/HR

**How long have you worked at EPE International?**

I have worked for EPE International for just over a year now as head of operations, and have joined the management team, which makes important decisions on policies and procedures for the business moving forward. The team works together to achieve results.

**What are your key areas and responsibilities?**

I ensure that all staff are taken care of in the business and create a good culture for staff. I ensure all health & safety is observed across both sites.

**What are EPE International's strengths in your opinion?**

Teamwork – we work together to achieve the goals, we are determined and never give up. We're always looking for opportunities to show our brands and our company to others.

**Why do you think independent electrical retailers should choose EPE International (if they are not already customers)?**

We are a family-run business that prides itself in being the best, in all areas of business. We sell brands that you know and EPE International is a distributor that you can trust.



**Sophie Stead,**  
PA to chief executive

**How long have you worked at EPE International?**

I have worked at EPE International for 10 years. I joined the business on an apprenticeship scheme in 2012, where I entered sales orders and answered the phone. I have worked in 90% of the departments in the business to learn and understand the full company infrastructure.

Over the last 10 years, EPE International has helped to shape my career and professional life. With the support and encouragement from everyone at EPE International, I have learnt so much and continue to learn more every day. I appreciate every opportunity and look forward to the next 10 years and more!

**What are your key areas and responsibilities?**

My main role is PA to EPE International's chief executive, Noel Pamment. I am also first point of call for key customers and brand partners.

**What are EPE International's strengths in your opinion?**

Customer and brand relations.

**Why do you think independent electrical retailers should choose EPE International (if they are not already customers)?**

EPE International is known for its reputation in the industry, for service levels and its excellent brand portfolio.

# Flymo

epe  
be inspired by brand

## Perfectly designed for small to medium sized lawns.

The EasiGlide 360 hovers on a cushion of air, effortlessly gliding over gentle slopes and bumpy lawns with ease.

**We would like to wish EPE a happy 20-year anniversary.**

We are excited to begin our new partnership offering our finished goods brands Flymo, GARDENA and McCulloch and look forward to working with the EPE team.

Designed for UK Gardens





**Dean Adams,**  
National trade sales manager,  
Crampton & Moore

We've always worked very close with Noel and the team at EPE International.

I've been in industry for quite a long time and we've always had good service from the company. EPE International is reliable, and its pricing is very competitive – it always go the extra mile to help, and I'm sure it does that for all its customers.

Over the last few years suppliers have had to focus on thinking outside of the box, and I think EPE International has done that with aplomb.

I've dealt with Simon Dawson for many years and I certainly would recommend anybody in the trade to EPE International.



**Bradley Manning,**  
Buyer, Aladdins Cave, Guernsey

Aladdins Cave was one of EPE International's first customers back in 2003. It's always been a pleasant experience dealing with the business and Simon Dawson, in particular, is very knowledgeable in his expertise. He's always very thorough in sending through offers that he knows are going to be more



tailored to us as a company and is very methodical in his offers.

Deliveries are always very timely, despite the obvious challenge of a channel of water between us, which is good

**Charlie Manson,**  
General manager, Waltons, Isle of Man

We have an honest relationship with EPE International; it understands the market and it always works hard to find a solution.

I've been a customer of EPE International for four different companies that I've represented. I know that I can rely on Noel, Harry and the wider EPE International team; I'm an advocate of the EPE International brand.



**Milly Akhbari,**  
Assistant vendor manager, Currys

Every time I meet EPE International, we go through the sales since the last visit, we'll go through the range and look for any gaps.

I look after quite a large number of products, so I rely on EPE International as a supplier and its knowledge on their products, and they point me in the right direction for what might be missing in the range.

I rely on EPE International to enable us to be competitive and in as strong a position as possible with its listings.

EPE International gives me one point of contact for such a wide range of products; the team knows the products well, which definitely helps me in my role. Because EPE International has a large customer base, it is able to track sales across the market, which gives great insights.



**Hayley Roberts,**  
Buyer, Associated Independent Stores (AIS)

It's really easy to work with EPE International; head of sales Simon Dawson is really engaging and provides a lot of insight from a market perspective, which is really invaluable for us.

Simon is really open, shares a lot of detail and works collaboratively with us to bring the best range and deals to us.

We get a service that is appropriate for our market and Simon tries hard to differentiate us from the rest of the market.



# Our Story

It's been over 114 years since our founder, Melitta Bentz invented the coffee filter, revolutionising the way people enjoy coffee. Over a century later, we are still a family business, based in Germany with wide-ranging expertise in all things coffee – from coffee beans to award winning coffee machines.



Melitta® – at home, wherever you are.



## LATTICIA® OT



- **LATTEperfection System:** Double foaming for sublime fine-poured froth
- **One Touch:** Your drink - just one touch
- **Super silent grinder**



Our partnership with EPE, the most respected distributor brand in the industry, continues to go from strength to strength. Their years of experience and unparalleled knowledge of the industry continue to give us the best route to market, allowing us to get the Melitta® brand in front of a wide range of retailers.



OFFICIAL COFFEE PARTNER OF MANCHESTER UNITED



# Small but mighty

Since its formation in 2003, EPE International has gone from strength-to-strength, driven by Noel Pamment, Harry Singh, the management team and its market proposition. **Simon King**, IER’s managing editor, reports

I remember the first time I met Harry and Noel in 2007, at the opening of its offices and showroom on Leeds Road in Huddersfield. The offices were opened by celebrity chef, Marco Pierre White, who cooked at the event.

Noel knew the SDA market well from his time heading up Pik-a-Pak, but wanted to work for himself. Central to the success of EPE International has been the working relationship of Noel and Harry.

The pair worked hard to set the business up and the values of the business have not changed over the years. EPE International doesn’t deal in own brand – the pair are not interested in that sector – but the business has been built on its commitment to brands and an even stronger commitment to its customers.

While EPE International has always traded with the national and multiple retailers, it really made a name for itself in working with independent retailers. The company likes dealing with independent retailers, and independents are drawn to its brand line-up, which reads like a who’s who of the SDA market.

Fast forward 20 years and it’s amazing how far EPE International has come. The beauty of EPE International is retailers have one point of contact and a wide range of products, and brands, to choose from.

EPE International does the job and that’s what’s attracted so many brands to the distributor.

Even the pandemic couldn’t stop EPE International and it continued to support its customers, both large and small.

Customers of EPE International know Buyers Choice very well; the company’s monthly catalogue is now digital and interactive. The company has really improved the way customers view the catalogue and they can click on any product and order straight from EPE International’s trade site.

Rather than looking at a flat, static image on the page, as you would with a traditional catalogue, product videos are linked on



“The beauty of EPE International is retailers have one point of contact and a wide range of products, and brands, to choose from.”

the pages, enabling customers to view products in a significantly different way.

By clicking on a product range in the table of contents, the customer is taken directly to that page in the brochure to save them clicking through.

Recognising the need for succession planning, EPE International recently

promoted two members of staff to its senior management team. Simon Dawson, who has been with the business for more than a decade, has been promoted to head of sales; Sophie Littlewood, who joined the business four years ago, is now marketing head.

On behalf of IER, congratulations to EPE International on reaching its 20th anniversary, a magnificent achievement, especially when recent times are considered.

The small domestic appliance category is full of exciting products and strong brands, speak to EPE International today to see how it could supply you, and share in the company’s success over the next 20 years.



# Russell Hobbs

A BRITISH ICON SINCE 1952

**Yes**  
you can



## satisfry collection

Get stuck in to not-so-naughty favourites made with little to no oil. Try out all sorts of new dishes with 7 ways to cook at your fingertips. And just stick the pot in the dishwasher\* to clean up. Yes, you can do whatever you want with Satisfry.

Russell Hobbs would like to congratulate EPE on Celebrating their 20th Anniversary.

**We get life.**

\*Tested on 100 dishwasher cycles



SINCE 1908

Solis

# Solis Grind & Infuse Perfetta

For a perfetta cup of coffee, over and over again

Type 1019



Are you a real coffee lover? Then this Swiss developed espresso machine is a must-have! Due to its thermoblock system the water heats up in an instant, enabling you to pull an espresso shot in less than a minute. The timeless design easily blends into any kitchen.



Type 7951



Type 8451



Type 575

## Deli Grill

Ideal for spontaneous barbecue fun outside on the porch or inside the kitchen

## Juice Fountain Compact

Easily make healthy juice out of whole pieces of fruit or vegetables

## Vac Prestige

Professionally preserve and prepare food like a real chef

## EPE exclusive distributor of premium Swiss brand Solis

The premium Small Domestic Appliances from Solis will soon be made available in the UK thanks to EPE International. EPE manage and distribute brands in the UK & Ireland. They've been at the forefront of introducing the best brands in UK & Ireland since 2003 and will be handling the exclusive distribution of this historical premium Swiss brand. Since 1908, Solis has been introducing innovative appliances, made to last almost for a lifetime, for the kitchen, beauty and climate segment. The brand stands for premium quality, highest functionality, design, precision, durability and innovation.



Congratulations to EPE on their 20-Year Anniversary!

# Tefal®

We have a longstanding partnership with EPE since 2005. Their years of experience and industry knowledge has been driving our brand into multiple routes to market over the years allowing us to get the Tefal brand in front of a wide range of retailers.



**SIMPLE COOK - EXCLUSIVE TO EPE**

# MAKE EVERY DAY TASTE BETTER WITH TEFAL

Tefal is the worlds No1. Cookware brand, our mission is to give you the opportunity through our products and services to enjoy tasty, diversified and healthy cooking and perform useful daily activities for you, your loved ones and your friends.





# Why choose EPE?

£175  
CARRIAGE  
PAID\*

NEXT DAY  
DELIVERY\*\*

DROP  
SHIPMENT

ONLINE  
ORDERING

MARKET  
LEADING  
BRANDS

\*Please note, £175 carriage paid applies to England & Wales mainland orders, other regions may incur additional charges. Please ask for details when ordering.  
\*\*Order before 4pm for next day parcel delivery, 3 day courier service on pallets.

## Brands You Know, Distributor You Trust.

