

40 years of service

Neil Nixon reports from Kennedy Hygiene Products, 40 years old in 2006, and finds a company focused on meeting the needs of the service industry.

Kennedy is one of the most focused companies you will find in our industry. Whereas the majority of businesses will supply a range of products across many sectors, Kennedy solely works with the service specialist, and everything the company does is designed to make the service specialist's life easier.

Maxime Brasseur, general manager of Kennedy Hygiene Products, explained: "The serviceability element is the key to all Kennedy products. Our products are quick and easy to service and the consumption of consumables can be easily controlled. A service company needs to spend as little time as possible servicing the equipment as manpower is its greatest cost - our products facilitate this. Having been designed for their advantage, our dispensers empower the service provider."

The Kennedy story started back in 1976 when the company was formed to manufacture towel cabinets, thus beginning its 40 year association with the service sector. In 1992 the company launched its Opus range, the first integrated range offered by Kennedy. "We have remained a specialist within the towel cabinet sector, but have developed a range of new products around it," said Brasseur. "We strive to become a specialist in every sector we enter. As a result, I consider us to be a 'multi-specialist'. Innovation, service specialism and a broad experience of the sector have

been added to traditional Kennedy values of reliability and quality to enable us to achieve our goal."

With its service sector customers in mind, Kennedy continues to innovate and introduce new products. Brasseur said: "It is not always easy to innovate in this market, but Kennedy is successful by introducing unique service-friendly features to all its products. A good example is Intima, our new feminine hygiene bin. Intima is full of a whole host of patented service friendly features - it is compact whilst having a high disposal capacity, has a unique reversible cover for easy location in the cubicle and a flexible liner fitting system."

"Not only are our dispensers well priced, they also provide long term savings in reduced operating costs. Right from the day of installation, a Kennedy dispenser starts to save money for the service specialist," said Brasseur. "Our units open faster, refills load more easily and our consumption control limits the number of visits the service engineer is required to make. As an example, the default setting for our programmable air freshener is three months which means less frequent service visits as standard."

The company invests a significant percentage of its turnover into R&D, continuing its heritage as a precision engineering company. The result of this is that, in a fiercely competitive

market, Kennedy has launched five key new product ranges since 2004. To maximise the life of all products, when Kennedy launches a new unit it is always designed to accommodate the previous

consumable - another factor that pleases customers.

"Our relationship with our customers is key to our continued success," said Brasseur. "Our products last a long time, so our customers remain with us for a long

time too. There is a lot of trust, goodwill and common purpose between us."

So what does the future hold for Kennedy? Maxime Brasseur explained: "The UK hygiene service market is already well developed but nevertheless still extremely active. By developing new products in association with our service customers, our market will continue to grow. Kennedy is already a major player within the hygiene service sector worldwide and acknowledges considerable potential for further growth as the hygiene service sector develops in countries where it is currently either very small or non-existent. This will open up great opportunities for us."

A visit to Kennedy is inspiring. R&D, manufacturing, warehousing and customer service all operate side-by-side and with the same aim - to offer the hygiene service sector with



Service friendly features such as easy refill loading help reduce operating costs.

the best products, the best back-up, and the most focused development programme.

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Above, quality focus is key - all Kennedy products undergo extensive quality testing. Below, part of the manufacturing plant at Kennedy Hygiene.



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