

## The Background

Hydro International develops innovative solutions for cost effective stormwater and wastewater management. Headquartered outside of Bristol, England, Hydro conducts operations in the United Kingdom, Ireland and the United States and worldwide through a combined network of licensees and distributors.

As a consequence of their commercial activity they have a need to operate a small to medium sized company vehicle fleet.

## The Challenge

In 2005 Hydro International PLC acquired Vexamus Water Group, an existing Marshall Leasing customer. However Hydro's Bristol-based fleet operation was supplied and serviced by a larger, Pan-European leasing provider and so there was a natural interest in migrating the small but no less significant Vexamus fleet to this provider, as and when vehicles came up for replacement. Additionally, in early 2006, a new Finance Director joined the team and began to focus attention on Hydro's supplier relationships and the value, importance and service that suppliers placed on these relationships.

## The Experience

The long-held Marshall Leasing ethos of building long-term partnerships with its clients initially seemed attractive to the management team in Bristol. A series of in-depth meetings, visits and analysis took place between Hydro International and Marshall where we were able to demonstrate that we could provide a dedicated and personal service, backed up by the flexibility and stability that came from being part of one of the UK's largest privately owned and run businesses.

Hydro International found itself increasingly persuaded that a smaller organization such as Marshall Leasing was better placed to service their total fleet than a larger and somewhat impersonal provider. Consequently in 2008 Marshall successfully negotiated to become the sole-supplier of the entire UK fleet.

Marshall Leasing has since helped Hydro to reduce its carbon footprint and its impact on the environment by promoting lower Co2 emitting vehicles at the same time as motivating staff through an updated driver choice package. We have also helped by providing assistance and advice in meeting Duty of Care obligations and in so doing have helped identify ways of managing internal policies and processes whilst highlighting risk awareness through the profiling of Hydro's employees .

