

Chemique, a manufacturer of sealants and adhesives based in Aldridge, near Walsall in the West Midlands, has saved £28,400 on their gas, electricity and telecommunications overheads since the start of their relationship with cost management analyst Steve Bellerby of Smith Bellerby in May 1999.

Chemique was established in 1985 as an independent manufacturer of sealants and adhesives, coatings, primers and cleaners. They now generate multi-million pound sales each year for their unique products, and supply customers in the automotive, construction, aerospace, textile and furniture sectors around the world. They manufacture and distribute from a number of industrial units at their base in the West Midlands, and were first contacted by Steve in May 1999.

He approached the company owner and Managing Director, Mick McMullen, who commissioned Smith Bellerby to review their electricity, gas and landline telephone supplies. As Mick commented, "Chemique is a typical, family-owned business. We have been strongly focused on growth and didn't have the time or resources to manage these overheads effectively ourselves. I was initially sceptical of the level of savings which Steve Bellerby claimed could be made, but felt I had nothing to lose and every thing to gain from going ahead with the audit, as Smith Bellerby were carrying the risk that no savings would be found".

Within 10 weeks, Steve had completed the site audit and identified savings of **over 19%**, which he then implemented by switching to new suppliers and applying more appropriate tariffs. During the audit overcharges amounting to £1,500 were identified and recovered from incumbent suppliers. Through further saving opportunities that have been applied over the past two years savings are now running at **28%** of the original costs.

Mick was delighted, and the relationship has continued to flourish, with Chemique recently asking Steve to review their mobile telephone charges as a separate project. By consolidating their 16 handsets onto a more appropriate tariff, Steve was able to save over **43%** on their monthly bills.

Tony McMullen, Marketing Director said, "we were definitely suffering from the effects of confusion marketing when it came to mobile phone operators. We needed advice from someone who was truly independent and who would continue to monitor our changing circumstances and ensure that we were always getting the best deals. We've been very impressed with the service that we've received from Steve and the Smith Bellerby team".



From left to right:
Tony McMullen(Chemique) and Steve Bellerby