



Case Study

Jewson, UK



Jewson perfects the procurement process with Miele and Goodman Sparks

Founded in 1836, Jewson is one of the largest chains of general builders' merchants in Britain, providing a wide range of products and construction materials to small and medium-sized building contractors. Part of parent company Saint Gobain, Jewson has over 600 branches throughout the UK as well as specialist tool hire and kitchen and bathroom centres.

The company also carries out maintenance work for councils, public bodies and various businesses; typically engaged on a three to five-year contract for the replacement of

When it comes to white goods such as washing machines it's Miele, a brand known for its quality and reliability, that Wayne finds is most often specified by the client. He first became aware of Goodman Sparks, one of the leading Miele Professional partners in the UK, around three years ago through a search for commercial Miele goods. Throughout the relationship, Wayne has worked closely with Senior Sales Manager, James Atkinson, finding his proactive approach and clear communication helpful in the fast-moving procurement process.

“ Our relationship with Jewson has gone from strength to strength. As we're working with new builds, clear communication is vital so we can ensure that all equipment and other factors are discussed at an early stage and factored into the plan, ensuring a smooth delivery and installation.

James Atkinson | Senior Sales Manager

housing stock. One of its major accounts is Engie Regeneration, a house builder and contractor that collectively spends just under £13 million per year with the company. The account is managed by national account director, Wayne Harding, whose primary role is to make sure that their material requirements are fulfilled. Jewson aims to be a 'one stop shop' for contractors and builders' equipment needs, and the company works with a range of suppliers due to the wide variety of incoming requests from customers across the Jewson estate.

Typically, if a client of Engie Regeneration requests Miele machines, the specification is sent straight to Goodman Sparks, who usually return a quotation and product information within just 24 hours. This is then sent onto Engie Regeneration, who then decides whether or not to progress with the order. With the added advantage of an installation service, Wayne found Goodman Sparks a natural fit for a majority of commercial Engie Regeneration projects, and their professional relationship is predominantly built around this account. Goodman Sparks also offers site surveys, a



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consultative approach and a comprehensive aftercare service.

Since beginning work with James and Goodman Sparks, Wayne believes that the procurement process for Miele-specified projects has become much more streamlined, and Jewson now wins around 90% of the Engie business where clients specify Miele. To date, Wayne has worked on eight projects with Goodman Sparks, each involving anything from around two to six Miele washing machines.

James commented, *"Our relationship with Jewson has gone from strength to strength. As we're working with new builds, clear communication is vital so we can ensure that all equipment and other factors are discussed at an early stage and factored into the plan, ensuring a smooth delivery and installation. We always find that sites are impressed with the after-service we provide, particularly the staff laundry training. Goodman Sparks will continue to work hand in hand with Jewson to provide a quality service on every project from start through to completion, with the highest quality equipment from Miele Professional."*

Wayne commented, *"We have established a reliable and trusted partnership with Goodman Sparks and receive consistent feedback from Engie clients that everything is delivered on time and exactly -as it should be. Miele is a reputable and high specification of brand well known for its reliability. A recent project saw Goodman Sparks replace an old Miele washing machine that had been installed for 15 years. James and the team at Goodman Sparks have a wealth of experience and are always incredibly helpful. We look forward to working alongside them on more projects in the future."*



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