

"We have a relationship with Admiral based very much on trust. Our company ethos is based on providing excellent customer service and Admiral help us to achieve this. They deal with our customers in a professional manner."

Maxwell Adam is a market leader in the supply and service of commercial washing machines and industrial laundry equipment.

On setting up Maxwell Adam in November 2009, laundry professionals Chris Sullivan and Julian Davies knew that choosing the right finance partner to work with would play a crucial role in the success of their new business.

Chris had already worked with Admiral at his former company and knew he could rely on them dealing professionally with his customers. Chris has now been working with Admiral for over 10 years

Rental is a crucial part of the Maxwell Adams offer and it is equally vital that they have an adept leasing partner they can depend upon, confident that they are able to offer their customers the right finance package for any given situation.



Chris says he cannot speak highly enough about what Admiral and their staff bring to his business:

"We have a relationship based very much on trust. We trust Admiral and we know our customer is in excellent hands.

The flexibility Admiral are able to offer allows us to meet our customers needs and come up with the right package. Every one of our clients has a different need and Admiral are able to react to customer requirements with a very flexible approach.

We tend to deal with clients remotely, and knowing we can entrust Admiral with these customers completely takes the pressure off us. What's more, Admiral help to get the message across to potential customers that the equipment we provide is affordable and represents a sound investment."

Businesses need the most up-to-date equipment to operate successfully in today's competitive market. Admiral supply finance to help businesses working with Maxwell Adam to invest in the most up to date equipment they can which they need to operate successfully in today's competitive market.

For many of these businesses, Admirals ability to adapt the finance to their requirements is key, especially in the public sector, and Admiral have gained an enviable reputation for fairness, professionalism and, perhaps above all, for their 'can do' approach.

Chris Sullivan says, *"We are constantly offered finance deals from other leasing companies but with Admiral it's more than just the deal. We have never had a single customer complaint and that is extremely important to us."*

Maxwell Adam are one of many equipment suppliers with whom Admiral have built close working relationships based on mutual respect and very high standards of service.

