

# Why Choose Riley Surface World?

Our multi channel business, including a 5,000m<sup>2</sup> warehouse, means we have real experience and knowledge. Our technical and operations team are engineers drawn from manufacturing and our negotiators have careers built on plant and equipment.

# Modern Manufacturing Approach

- Robust Quality Management
- Skilled in-house engineers
- Dedicated technical resource
- Worldwide exports & imports
- Investing in skills and apprenticeships

# **Family Business Values**

- Reputation
- Trust
- Transparency
- Long term partnerships
- 50+ years of trading

"We don't see machines as numbers on a spreadsheet or revenue targets to hit. Every machine is individual and unique. The care, knowledge and diligence with which we treat every machine is because we know it matters to our customers.

That's why we have grown into the only company in the world that can offer so much choice - whether buying or selling.

Our robust quality management underpins that choice - another reason customers keep coming back to us"

Michael Riley - Managing Director



## Worldwide Reach



### £ Millions machinery sold worldwide

- Germany to Romania: Powder Coating Plant
- France to Mexico: Quality Anodizing Plant
- Ireland to Canada: Electroplating Lines
- UK to India : Robotic Cells
- UK to Middle East: Shot Blasting Equipment
- Around UK, Europe & the world: 100s machines

## **Multiple Choices for Buyers**

Our multi-channel company is driven by knowledge, experience and finding the right solution for the customer.

#### **Used & Refurbished**

500+ machines in stock and in our warehouse ready for when you need them.

#### **Brand New**

A wide range of quality, great value machinery in stock or custom built to your requirements.

#### **Direct From Site**

Used plant and machinery direct from the seller's factory offering provenance and opportunity.

#### Auctions

Regular collective and clearance auctions.







The marketplace for surface technology New and used process equipment & machinery

# Why are Direct From Site Sales Successful?

Your surplus machinery and plant has a value in the used market. Maximising that value is how and why our Direct From Site achieves results time and time again for a wide range of clients and circumstances.

# Maximise Value in Surplus

Using a "price discovery" process that optimises the selling points of machinery RSW delivers success:

- Unlock value in surplus
- Fund growth and investment
- Turn a liability into an asset
- Give buyers confidence
- No Sale No Fee

## **Unlock Your Problems**

Our focus on the client and project means you can focus on running your own business.

- Focus on your core business
- Free up your time
- Fully managed projects
- Flexible approach
- Turnkey packages for clearance and disposal



# **Direct From Site - How Does it Work?**



Professional video, photography and technical presentation A unique and market leading approach to maximising the asset and project value for you, machine by machine

### Multi-channel Marketing

Strategic & targeted using our web site, qualified database, email, PR, social media and contacts to reach buyers

Closing the sale Lead generation & data analysis to find, engage and qualify decision makers before negotiating and closing the sale

#### Delivering completion Managing the professional decommissioning, loading and clearance of assets to a successful project conclusion

<sup>44</sup> Despite a challenging time scale and environment Rileys found buyers for the plant we were worried about clearing. The funds they secured were a good contribution to the project costs.<sup>19</sup> *Chris Oakes - Environmental Coordinator, Stanley Engineered Fastening* 



