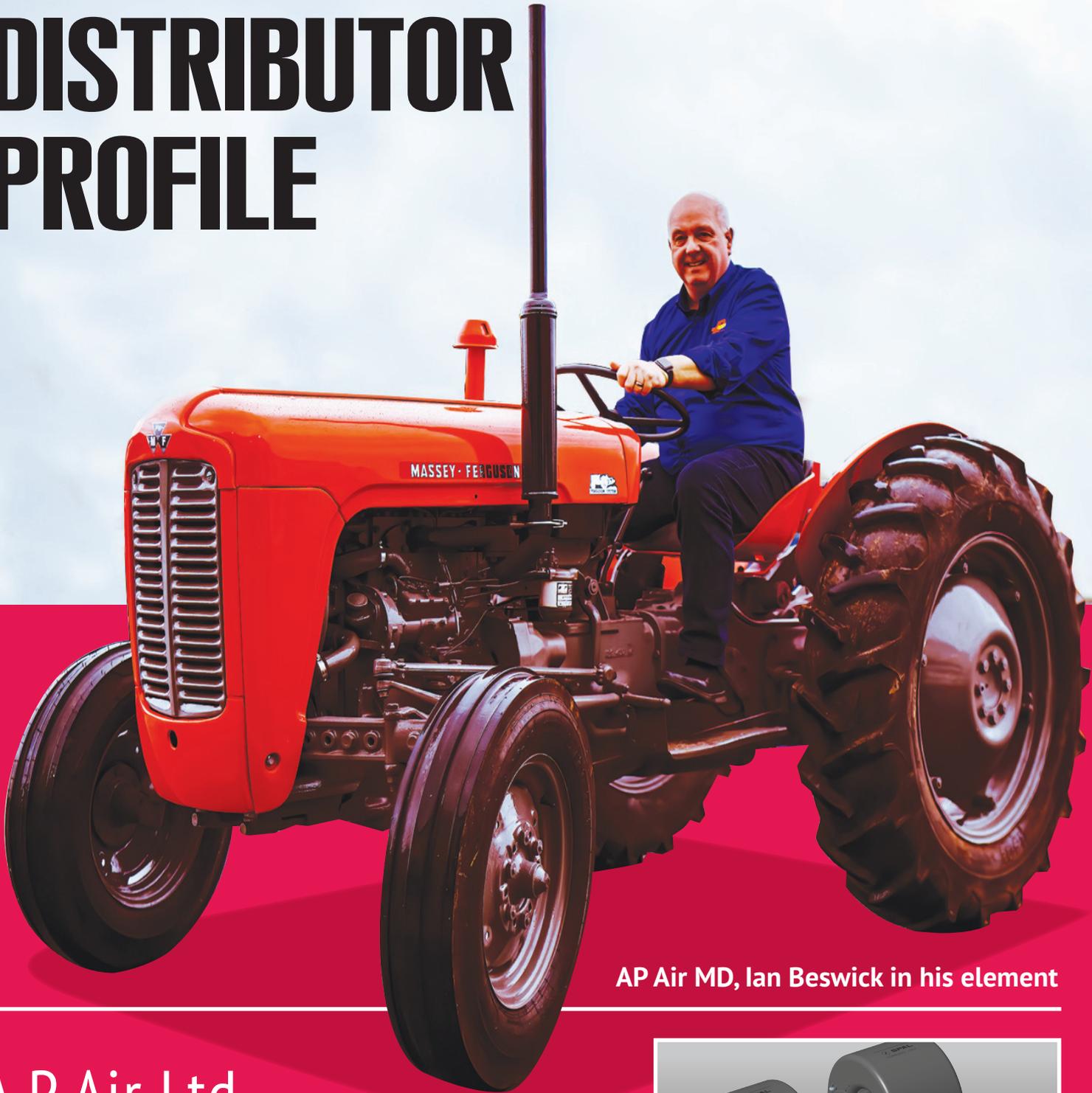




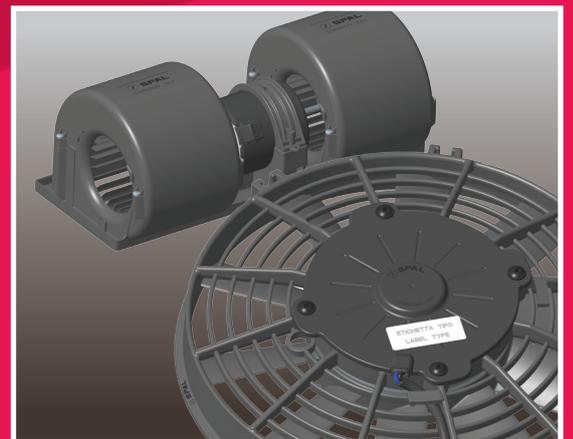
**SPAL**  
AUTOMOTIVE

# DISTRIBUTOR PROFILE



AP Air MD, Ian Beswick in his element

A P Air Ltd,  
a partnership with an  
expert in the field of  
air-conditioning



SPAL's high-performance, top quality fans and blowers are specified in multiple sectors so when it comes to building that all-important business relationship with a distributor, it makes sense to partner with an expert in the field.

That certainly applies to Gloucestershire-based AP Air Ltd which specialises in air-conditioning parts and supplies for agricultural and industrial vehicles

and promises to provide the technical support for its customers from an in-depth knowledge of the products and the systems they are fitted to.



AP Air - a family business: Ian Beswick, Managing Director (centre), his son Mike Beswick, Sales Manager (right) and son-in-law Gary Watling, General Manager (left)

Established 2010, AP Air naturally celebrated its 10th Anniversary back in March 2020, so we thought it was an excellent opportunity to look back at the association over the last decade. We caught up with Ian Beswick, Managing Director to tell the story of one of the first distributors of SPAL's agricultural product lines.

## How it all Began

"I've been involved with SPAL products for many years even before SPAL Automotive UK became an entity and when I set up AP Air in 2010 we got them on board because as OEM supplier our stated aim was to align ourselves with as many branded products as possible to add value to our business, even down to our carriers - DHL.

## World Class and Durable

"SPAL is a well-established brand - if you walk into any agricultural machinery workshop, they will be fully aware of SPAL blowers. The products are world class and recognised by the leading tractor manufacturers.

"As a former mechanic by trade myself, I can vouch for their high performance and high reliability and with all the muck that passes through a vehicle on a daily basis that needs to be filtered out, they have to be up to the job. I am adamant that SPAL is above all a durable product.

## Doing Business with SPAL

"We hold a wide range of SPAL fans and blowers within our stock of around 7,000 items and know we can count on the team at SPAL as they are keen to do everything they can to help with technical information and hold good stock levels in the UK, available by next day delivery.

"We particularly like the people we deal with at SPAL which is very important to us. As a family business - my son Michael is Sales Manager and son-in-law Gary is General Manager - we value people and believe everything business is about people connecting with people.

"I don't believe in completely automated online transactions but make certain our 3 telesales people talk to our customers - we deal with most of the agricultural contractors and the leading manufacturers

- every single day to keep the relationship going. If you have good lines of communication, customers are likely to be more honest about the job you are doing and keep you on your toes delivering an excellent service.

## How has Business Changed Over the last Decade?

"Starting 10 years ago we came from nothing with a base of nobody to become one of the largest distributors of agricultural parts in Europe.

"It is of course the internet which has changed business massively and not all for the good because it drives prices down and pays no respect to the technical ability of the seller. The relentless focus on price is a race to the bottom.

"Having said that, the internet does make our products and service more accessible to people that is why we have heavily invested in our website to make it one of the most informative in the industry. You can search any product in any way and the price is there to see but we do encourage people to pick the phone so that they can understand they are not just paying more for the product, but the knowledge behind it.

## AP Air Today

"Despite the difficulties caused by the pandemic, mainly on a personal level, our business has actually grown by 15% this year and we are not holding back investing in the business.

"We currently employ 25 people in total across field sales, telesales, warehousing, marketing, purchasing and accounts. We purchase from all over the world including Dubai, India, Japan, Europe and America. We sell to every country in the world bar the Americas with established customers in Australia and new prospects in New Zealand.

"AP Air has two warehouses, one in UK and we have just leased another in France. Because of the pandemic and the fact that carriers can only handle what the government determines to be essential supplies, the business is going to be slow off the ground. That said, we are actively recruiting and believe if we hold our nerve, we will be going great guns in a few years' time.

# Supporting Local Causes

"Another way AP Air expresses its family ethos is in supporting local good causes, donating a generous amount throughout the year. One project is funding a local Alzheimer's group to meet once a week so that their carers get some much-needed time off.

"With avid rugby fans and players at AP Air, we also sponsor rugby 7s team The CLIC Sargent Godfathers [www.godfathersrugby.co.uk](http://www.godfathersrugby.co.uk) in their fundraising tournaments around the UK and Europe. We also invite our customers and associates to lend their support once the team are able to tour again."



Our thanks to Ian Beswick for sharing with us his story of success. SPAL Automotive UK is very proud to have been working with AP Air over the last ten years and wishes them good luck and continued good business.



AP Air - the UK warehouse



**API10**  
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YEARS  
2010-2020

[www.apairltd.com](http://www.apairltd.com)



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