DairyBits Helped Manufactures to Profit During A Turbulent Summer

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Wolvey, Leics (RPRN)

10/03/12 — The quick and urgent delivery of ice cream machine parts helped some ice cream manufacturers break into profit during a turbulent summer where windows of opportunity were few and far between, says DairyBits, an on and off-line provider of cost-effective replacement dairy machine parts.

The summer of 2012 started off early and promisingly with a mini-heatwave sweeping the Nation into a frenzy and causing many a ice cream manufacturer to rub their hands together at the prospect of a long, hot summer filled with icy treats.

Sadly the reality of the situation wasn't to last. The March heatwave was short lived and even by the end of July it was still the best period of sustained sunshine during a summer that never really lived up to its early promise. The resulting unpredictability of the summer had a negative effect on many UK industries, but no more than those whose profits held close parallels with the weather and, to an extent, tourism.

Of course the ice cream industry fell into this category and took the full brunt of the weather head-on. Fortunately however, the summer did manage to find its second 'wind' late in the season and ended just how it had started; in the midst of glorious sunshine and more importantly, plenty of ice cream eating sun worshipers.

To meet the sudden increase in demand for ice cream, manufacturers had to burst into overdrive with many opting to run production lines tirelessly and relentlessly. The result was fortunately a lot of ice cream but for some, it wasn't without injury.

Ice cream equipment, like any other machines, will need parts certain replacing from time to time but, when they are placed under abnormal levels of strain, they're going to require replacement parts more frequently and, given the circumstances of the weather and short window to make profit, a lot quicker than ever before.

DairyBits allows manufacturers to search 1,000's of dairy machine parts via various categories and sub-categories such as electrical, mechanical and liquid, the part required or the machine in question. Once found, the part can be simply added to the 'basket' and bought, leaving the user with peace of mind that the part will be directly delivered quickly and reliably, to anywhere in the world.

As a result of DairyBits holding stock, coupled with its subsequent urgency to deliver the required parts by courier, manufacturers who were unfortunate enough to suffer breakdowns during the busiest part of the summer weren't left out of action for long.

The weather of summer 2012 certainly won't be remembered with much fondness by ice cream manufactures but, one thing that has come to the surface once more as a result, is the strength of the industry and all those that work in it. It would have been easy to write the year off or chuck in the towel all together, but it stayed united and turned potentially disastrous situation into something rather more desirable – profits and happy customers.

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