Hiring machinery allows businesses to continue production without immediate bulk financial commitment, says ROKK

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Leics, UK (RPRN) 10/17/12 — When a machine terminally breaks down, finding a replacement quickly is often the manufacturer's priority, at times regardless of price and complete suitability, to avoid interruption to production. However, in this situation hiring machinery is often the best resolve as it allows manufacturers to maintain and concentrate on production without having to make hasty and financially substantial purchasing decisions, says ROKK, the award winning manufacturer of high-end ice cream machinery.

In 2011, English Lakes Ice Cream, one of the country's finest producers of luxury ice cream and sorbets, faced just this quandary when its ice cream filling machine broke and threatened to disrupt its production volumes during a vital period – hire as a short-term resolution or hurriedly purchase a machine outright?

During this extremely busy time, English Lakes didn't have the time it required to perform research into replacement machines to the point where it would be happy to part with large sums of money so, therefore, opted to hire.

English Lakes subsequently contacted ROKK being aware of not only the quality of the machinery at hand but also its cost-effecting hiring options. Ordering the RR3800 rotary ice cream filling machine, ROKK's team of experienced engineers were able to deliver and install the machine quickly, allowing English Lakes to continue production volumes within a matter of days.

Peter Fryer, Co-Founder of English Lakes Ice Cream, commented: "It really is a horrible situation to be in and I'm sure other manufacturers who have experienced it have jumped in feet-first and made huge financial commitments without knowing the first thing about the machine they are buying. ROKK's hiring option allowed us to get a replacement quickly and without having to outlay thousands and thousands of pounds to do so. Its service and engineers were second-to-none and before we knew it we were back on track to meet the production demands of our suppliers and distributors.

"Hiring would have given us the time to search the market for a suitable replacement after the business had passed one of its busiest periods. As it happens, the machine surpassed all of our expectations. The build quality as well as the quality of the end product was incredible and reflected our company values perfectly – we were so impressed that we actually bought the machine outright a few weeks later."

Mark Gudgeon, managing director of ROKK, commented: "When a machine breaks down, panic naturally takes over which can result in manufacturers buying the first available replacement they come across – even if it's not completely suitable. Despite ultimately purchasing the filler, English Lakes initially removed this stress and concentrated on production through hiring. Although not really a suitable long-term solution, in the short-term, it can often be the most financially sensible option."

Following the incident, English Lakes Ice Cream has continued production of its 40 flavours of

ice cream and sorbet, including a specially formulated range suitable for diabetics and those with dietary requirements, and is continuing to supply local shops, supermarkets, pubs and hotels throughout the Cumbria and Lake District area.

ROKK offers a range from machinery including mix plants and continuous freezers, fillers and an ice cream fruit feeder. For more information about ROKK, its machinery or its hiring service, please visit www.rokk-processing.com .

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