Leics, UK (RPRN)

09/21/12 — DairyBits, which provides easy access to a wide range of cost-effective dairy machine parts, has sold and delivered ice cream machine parts to manufacturers in many countries around the world, potentially demonstrating that the 'recessional shopper' that experts believed would emerge throughout 2012 as a result of turbulent financial stability, isn't constricted to just consumer purchases as first thought and is indeed a factor considered by those operating in a business environment.

The emergence of the 'recessional shopper' was predicted by experts at the beginning of the year when worries about a double-dip recession were high. The new shopper was depicted to have new and exaggerated buying habits that would, amongst others, see them perform advanced on and offline research before making any purchases and when they did, they in fact wouldn't mind paying more providing the quality of the product was evident and represented better overall value for money.

Mark Gudgeon of DairyBits, commented: "It doesn't really matter what line of business you are in; everyone wants the best possible return on investment from their hard earned money and, it seems that the traits of the 'recessional shopper' that emerged earlier in the year in the consumer market has finally reached the shores of the ice cream industry.

"We recently sold a number of stainless steel fittings to a company in France and we're clearly not going to be their closest supplier. However, it was the value for money and return on investment that we represent which meant they came to us. What's more, with developments in logistical delivery the world is a much smaller place so it didn't matter that we were based in a different country. It just goes to show that offer a good quality product and many common business problems don't even come into effect."

DairyBits.co.uk allows manufacturers to search and buy 1,000's of OEM and replica parts, many of which it continually has in stock, via various categories and sub-categories such as electrical,

mechanical and liquid, the part required or the machine in question. So whether you require machine blades, butterfly valves, motors or any other parts, DairyBits.co.uk need be your only destination.

For more information about DairyBits, please visit www.dairybits.co.uk or call +44 (0)1455 222 089

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