



# Axair Group

## Get to Know Us.

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An overview of the who's, what's and why's of the Axair Group.



AXAIR

INDUSTRIAL AIR  
MOVEMENT SPECIALISTS

# **Background.**

**01**

# Background

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In 1983 when a passionate Grant Edwards set up Axair in a spare room, his business had a solid goal;

**To provide air movement components that created better systems. Systems that helped their customers be more successful.**

Today, the growing family business retains these values at its core. Through thoughtful selection of employees and solid leadership, the company has become a mature and well developed sales and marketing organisation with a unique approach to technical integration and resourcefulness.

# Axair Group



Two business identities operating under the Axair brand operate in different niche markets to fulfil a gap in the market: a technical approach to component sourcing, supply, design and integration.



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# **Our Mission.**

# **02**

# Our Mission.

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To help our customers to be more **successful** by listening to their needs and working collaboratively with them. We advise and help to integrate the best solutions that increase efficiency, performance, and solve a problem.

Our ethos is a journey, not a destination. Fostering a culture of continuous improvement makes us more impactful with every interaction.

Our mission statement explains the reason why we exist and sets the base for our values.







# **Our Values.**

**03**

# Our Brand Values.

Our values are the beliefs that our business and our employees stand for.

## A set of core brand values to be proud of.

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We asked our employees what they thought about us, why their customers chose us over competitors, and what they thought we did well. This feedback formed the basis for our brand values:

We **Challenge** the Status Quo

We're **Understand, Apply & Give Back**

We Leverage **Collective Genius**

We're **Attentive & Focused**

We're **Resourceful & Solution Led**



# Our Brand Values.

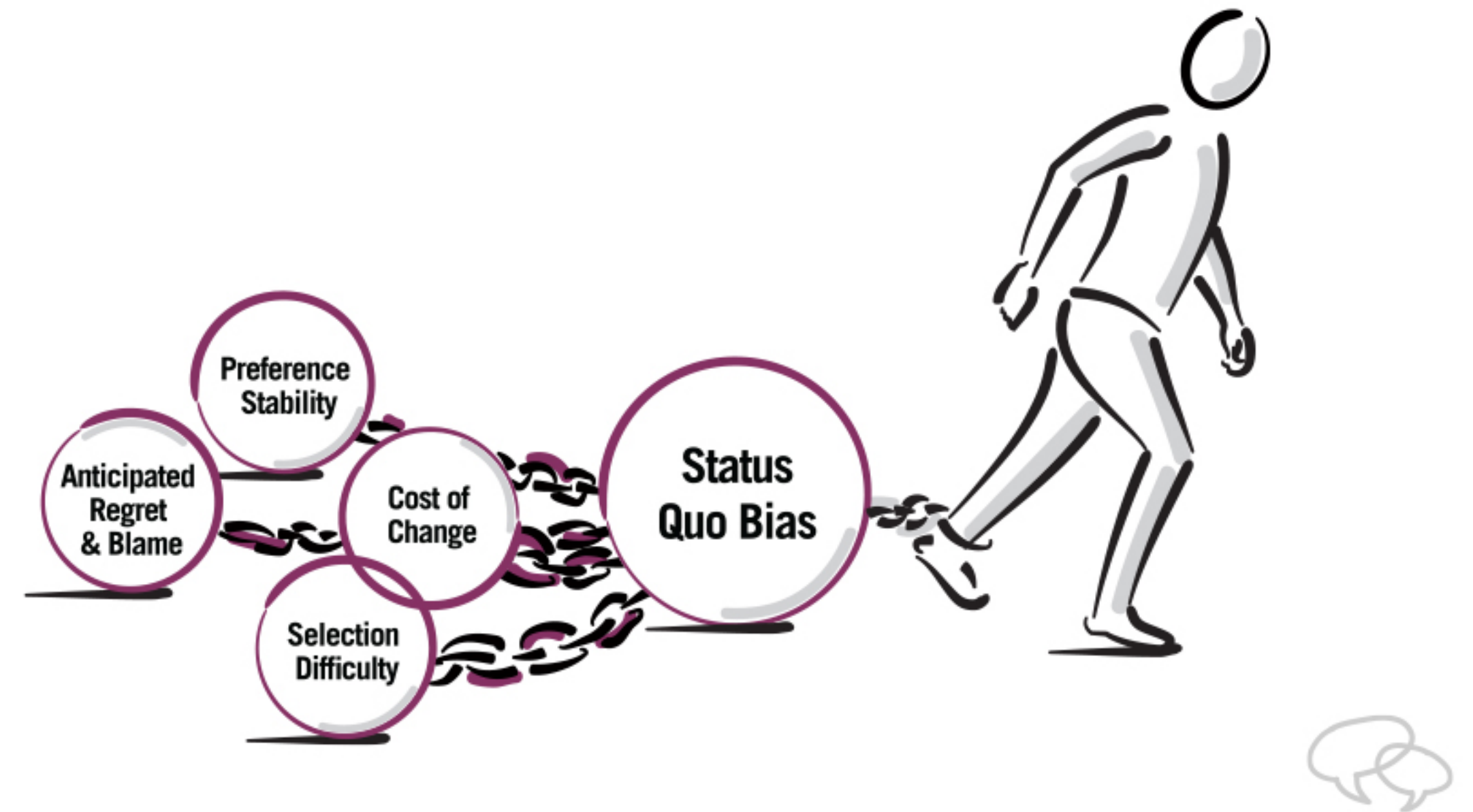
We encourage our employees to challenge existing processes to continually improve.

## 1. We Challenge the Status Quo

Challenging the status quo means providing alternative ideas that challenge existing procedures so that we can improve and develop new solutions.

Our competitors focus on fan supply only. We go a step further by improving existing system design, and suggest components that are better suited to our customers' applications and objectives.

Our employees listen to our customers' problems to identify the ideal component solution.



# Our Brand Values.

We encourage our employees to actively listen & take notes to get a holistic view of the problem.

## 2. We Understand, Apply & Give Back

The art of understanding comes from listening. Listening starts and ends with respect. It means we'll actually hear and digest our customers points as they make them, and wait for them to finish before offering our take. We'll call attention back to customer problems when discussing components that provide solutions.

Our employees place high value on customer problems, listening carefully to determine the ideal components to solve system issues.



# Our Brand Values.

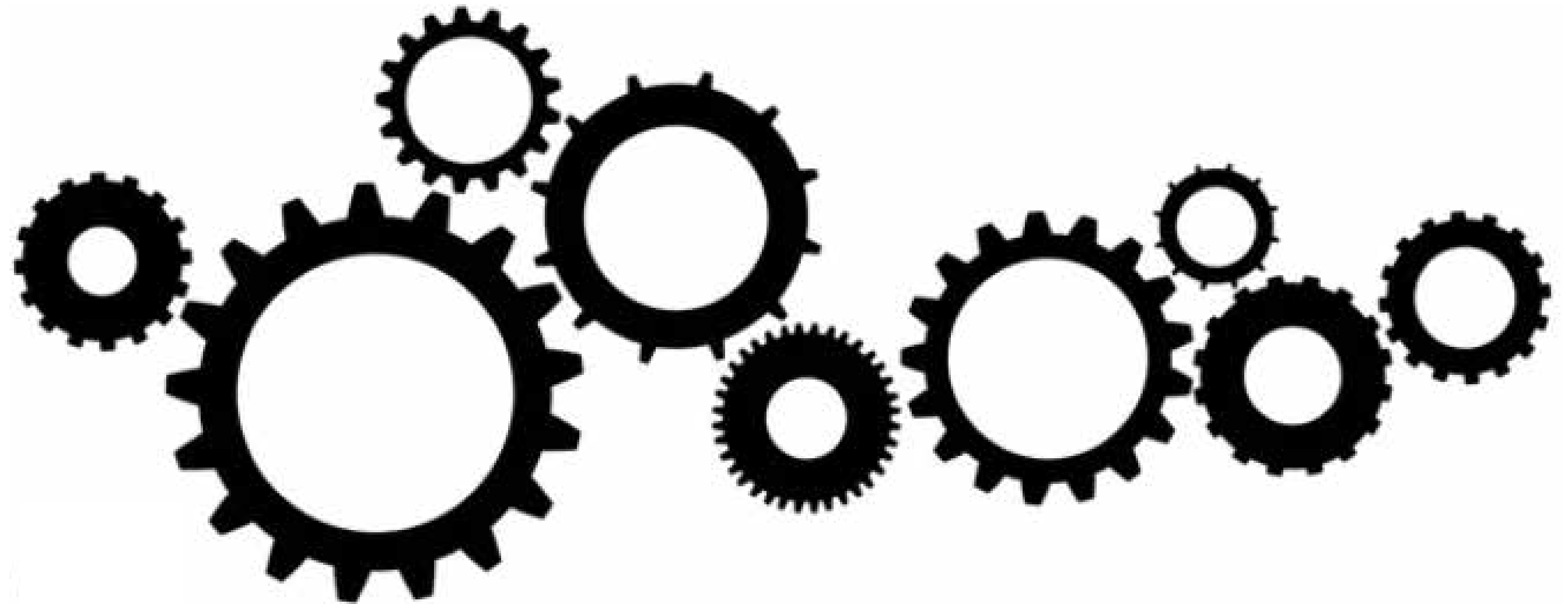
Our divisions are organised in a manner that develops application knowledge clusters.

## 3. We Leverage **Collective Genius**

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We create a working environment where people are encouraged to make the most of their skills and personality strengths. We focus on maximising each employee's unique talents to ensure they're in a role that challenges them and benefits our customers.

We leverage our collective genius by working closely with our customers on their specific application problems.



# Our Brand Values.

We ensure that we don't rush through enquiries, ensuring we pay attention to the finer details.

## 4. We're **Attentive & Focused**

Being attentive to our customers' needs means we're always available. Whatever means our customer reaches out for assistance, we're there. Whether online, on the phone, in person or via email. We're hyper focused and we pay attention to crucial details, preventing mistakes that may lead to financial or physical harm.

We're present, accessible and transparent in our activities. We always ensure that we do the right thing for our customers.



# Our Brand Values.

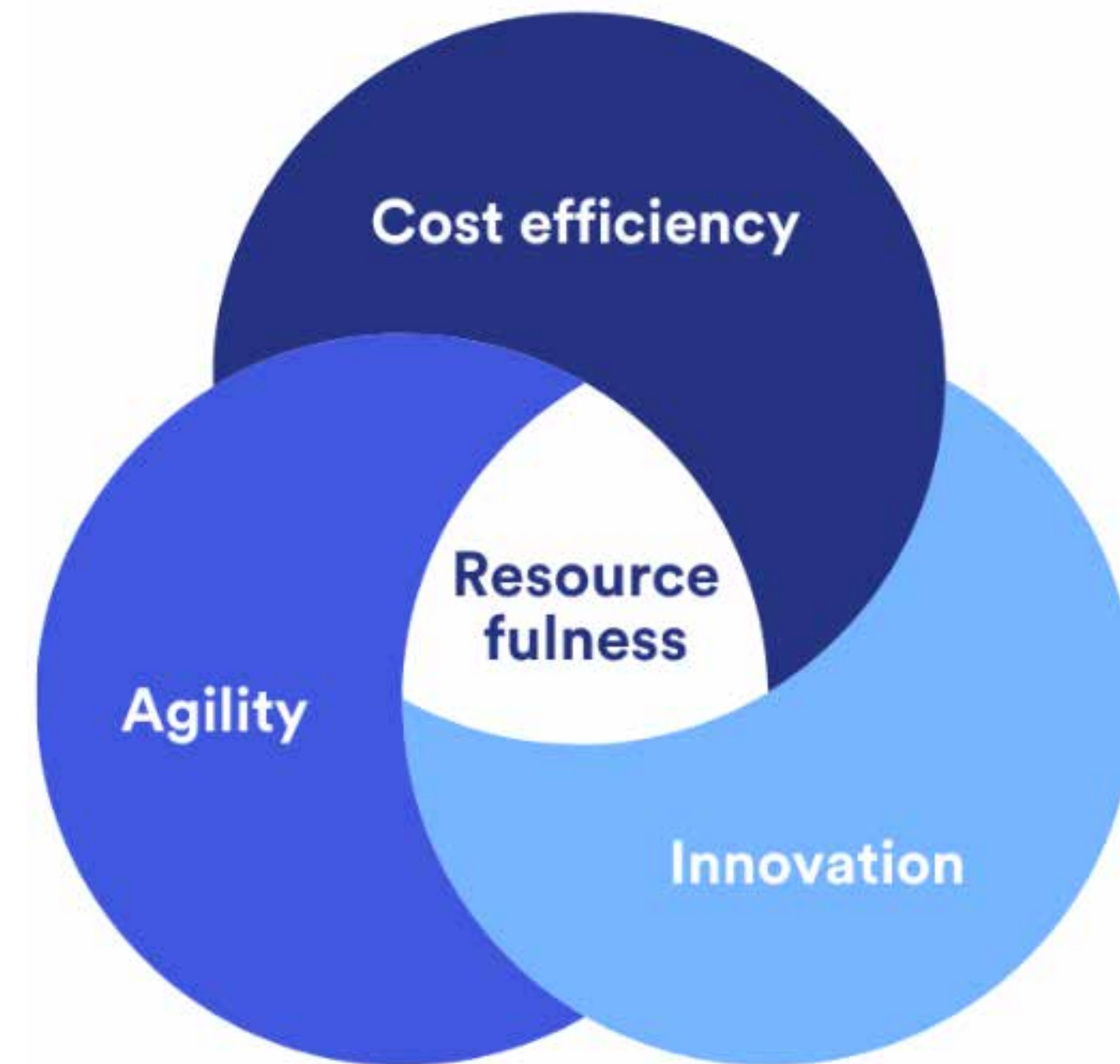
We encourage our employees to think outside the box when it comes to component solutions.

## 5. We're Resourceful & Solution Led

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Our resourcefulness enables us to find ways to speedily overcome difficulties and achieve customer goals smartly. Our people are proactive, self-motivated, customer-centric, open-minded, and positive in finding a solution to unique customer problems.

We have the ability to adapt to changing situations quickly. We're persistent in our approach to problems to ensure we deliver what's right.





# Employee Feedback.

We're proud to be an employer that people want to work for. Our staff turnover is low with many leavers returning in the future.

We asked our employees why they thought customers chose Axair over its competitors.



We listen, then we apply our application-first knowledge.

Customers often approach us as they don't have the support and technical support they need elsewhere. We're unique in our approach.

We develop trusting relationships as a result of being approachable and committed.

We have more of a consultative approach to customer enquiries.

We help and offer advice to specify a fan for their specific application. They come to us for a service not just for a product.



# Fans & Fridge Overview.

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# Axair Fans.

## The Fan Integration Specialists



Axair Fans now proudly boasts over 30 years of fan supply and technical integration expertise.

Dedicated head of ranges and product engineers manage application and product specific departments to build a team of experts. This ensures that every single customer has the best experience when looking for a solution to their problem, developing trust and loyalty in our brand.



# Axair Refrigeration.

## The Commercial Refrigeration Specialists



Axair Refrigeration offers a unique customer-first approach to component supply, ensuring OEM's can help to design the best commercial refrigeration systems.

F-Gas certified technical engineers, ex-refrigeration design lecturers and employees with experience of national refrigeration distribution companies, make up a centre of excellence in refrigeration design best practices.



# Contact Us.

*We're here to support you when you need us.*

## **Axair Fans UK Limited**

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