



THE HIRE SUPPLY COMPANY
Providing quality and affordable products next day



25TH ANNIVERSARY

25 YEARS THE STORY SO FAR 2001 - 2026

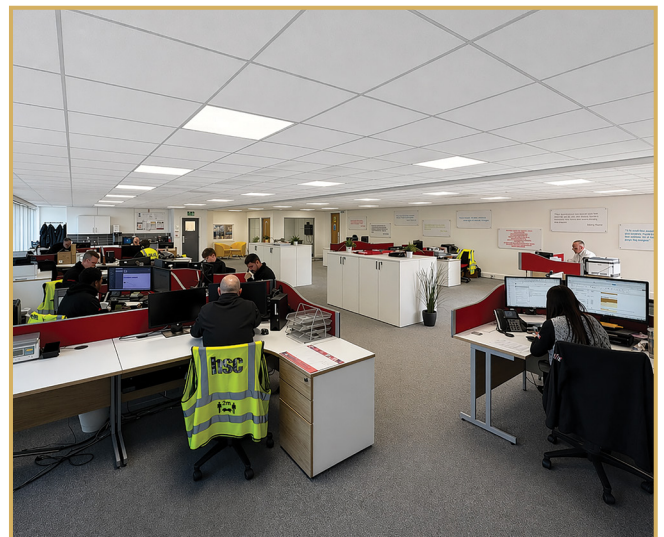
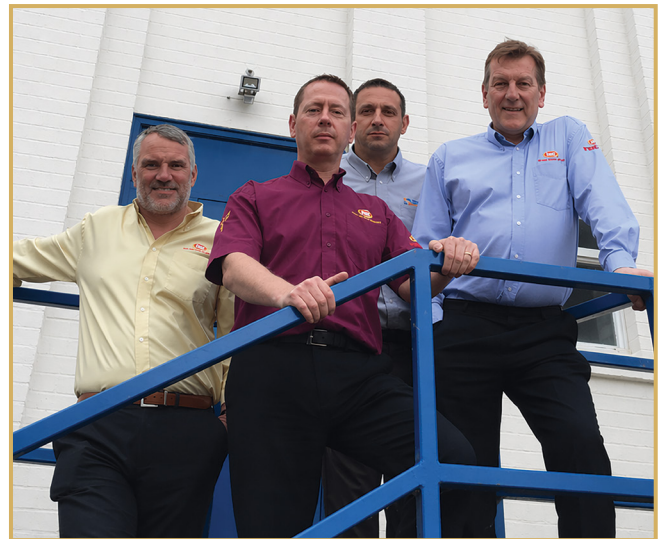
On 1st July 2026, The Hire Supply Company (UK) Limited marks a remarkable milestone... **25 years of providing quality and affordable products next day** to the Tool Hire, Climate Control, Lifting & Handling, Electrical, Retail and Garden Machinery industries. What began in a modest 4,500 sq ft unit on Stanhope Street in Long Eaton and has grown into one of the sector's most trusted names. HSC was built on a foundation of innovation, loyalty and an unrelenting commitment to their customers.

WHERE AND HOW IT ALL BEGAN:

The founding team of **Gary McWilliam (Managing Director)**, **Mark Richards (Financial Director)** and **Kevin Lever (Operations Director, Now Retired)** all shared a common background of having worked together at HPL (Hirepro Ltd). They also shared a common ambition: to create a supply company that genuinely served the hire industry. That shared history meant HSC launched in 2001 with experience, energy and a clear sense of purpose.

From the outset HSC became an authorised Barreto dealer, a partnership that has endured for the entire 25 years. Dan Musson (Now Sales Director) joined the business shortly after start-up and brought with him valuable experience from a former company named Out of America, which was the sole UK distributor for Barreto products.

The original Stanhope Street premises served the team well, but growth quickly demanded more space. In 2003, operations moved to Sheet Stores, Long Eaton and a 22,000 sq ft facility that reflected the company's expanding ambitions. Then, in February 2019, a further move brought the business to its current home in Attenborough, a purpose designed 35,000 sq ft hub from which today HSC serves customers across the country.



TAKING ON LONDON:

Recognising the importance of a southern presence, HSC opened a London depot in October 2005. The depot was subsequently relocated in 2018 to better serve the capital's growing demand, this was a strategic move that reinforced HSC's commitment to **providing quality and affordable products next day** servicing the inner M25 on a same day delivery service.



THE ELITE BRAND: SETTING A NEW STANDARD:

Perhaps no decision better illustrates the HSC philosophy than the creation of the Elite own brand range. When asked why the name 'Elite', the answer was simple: our competitors had strong-sounding brands, and we wanted something that sounded better. "Elite for fleet" has a nice ring to it and it turned out to be an inspired choice.

The first Elite product imported was the Tungsten Halogen Lamp, a modest but symbolic beginning. Over the following two decades Elite grew into a portfolio of market leading products, each one developed with genuine input from the hire industry and brought to market with meticulous attention to quality.

Among the standout innovations in the Elite range:

Elite Infrared MK3 Heaters A refined, professional heating solution trusted across the hire fleet

Elite Alpha, Delta & Omega LED Lighting A lighting range built around performance and durability... perfect for the Tool Hire industry

Elite Evaporative Coolers, Fans & Air Conditioners Energy efficient cooling for the climate control sector



A PORTFOLIO OF TRUSTED PARTNERS:

Alongside the Elite brand, HSC has also carefully cultivated a portfolio of dealer partnerships with some of the world's leading hire equipment manufacturers. Each relationship has been chosen for its alignment with HSC's values of quality and reliability:

- **2001** Barreto – Rotavators, Stump Grinders & Trenchers (founding partnership and present from day one)
- **2005** Dosko – Stump Grinders
- **2007** Muba – Lifting & Handling
- **2008** Master Climate Solutions – Heating, Cooling & Drying
- **2011** Levpano – Lifting & Handling
- **2019** Von Arx – Surface Preparation
- **2022** Sole Master dealer (A recognition of over a decade of outstanding partnership)



The appointment as sole Master dealer in 2022 was a particular landmark and the culmination of years of investment, commitment and mutual trust between HSC and one of the most respected names in the industry. (Now owned by the Dantherm Group)



EXPANSION AND DIVERSIFICATION:

January 2006 saw the launch of **HSC FireSafe**, an extension into fire safety products that broadened the company's reach and reinforced its reputation as a comprehensive solutions provider.

In 2014, HSC took a significant strategic step with the acquisition of Midland Power, adding further capability and product range to the business. The investment reflected management's confidence in the long term potential of the company and its ambition to lead rather than follow.

A fully redesigned website launched in 2020 signalled HSC's commitment to serving a new generation of customers by providing a streamlined digital experience to match the company's industry leading service standards.



25 YEARS... AT GLANCE

July 2001

HSC founded. Stanhope Street, Long Eaton. Barreto dealership secured.

2005

London depot opens. Dosko dealership secured.

2007

Muba dealership secured.

2011

Levpano dealership secured.

2018

London depot relocates.

2020

New website launched.

2022

Appointed sole UK Master Climate Solutions dealer.

2003

Move to Sheet Stores, Long Eaton - 22,000 sq ft.

2006

HSC FireSafe launched.

2008

Master dealership secured.

2014

Acquisition of Midland Power.

2019

Move to Attenborough - 35,000 sq ft. Von Arx dealership secured.

2021

Kevin Lever (Operations Director) retires after years of dedicated service.

2026

25TH ANNIVERSARY CELEBRATED

LOOKING AHEAD:

Twenty five years is a remarkable achievement in any industry, but in the competitive world of hire supply it speaks to something deeper: a culture of excellence, a genuine understanding of the customer and the courage to innovate when others follow.

From a single unit in Long Eaton to a national operation spanning two major depots; from a handful of founding products to a portfolio that spans lighting, heating, cooling, dehumidification, garden machinery and fire safety. HSC has grown steadily, purposefully and always with quality at its core. The next 25 years begins today. Here's to the people, partners and customers who made the first quarter-century possible... and to everything that lies ahead.



THANK YOU

From everyone at **HSC** a big thank you to all our customers, suppliers, service providers and members of staff past and present, we could not have done this without you all and here's to another 25 years!

