

Advance Group's Exclusive Offer!



The Advance Group Schematic above was first introduced it at Hotelympia earlier this year. The schematic serves the purpose of what is commonly known as an 'Elevator Pitch'.

An elevator pitch or elevator speech is a short, persuasive description or diagram of a person, idea for a product, service, project or in this case an organization – The Advance Group. An elevator pitch is often a part of a marketing communications, brand, or public relations program.

The name "elevator pitch" reflects the idea that it should be possible to deliver an elevator pitch in the time span of an elevator ride, or approximately thirty seconds to two minutes. With the increasing complexity of Advance Groups business model – Laundry Equipment, Catering Equipment, Asset Management, Service, Design and Installation, the elevator pitch visually explains exactly what Advance does in a simple and clear manner. Through using this tool on anything from presentations to the reverse of business cards for example, it is hoped that both employees and customers will be able to define instantly exactly what Advance does in a consistent and accurate way.

The Elevator Pitch...

The Advance Group exists to provide a range of unique value added services and products to the Laundry and Catering equipment markets.

At the very core of Advances focus are its customers, of whom we aim to provide the latest in innovative and high-quality products, whether this is through one off sales, or as part of a contract.

Our design passion is to ensure that we achieve the right equipment, in the right place at the right time to produce the right volume and quality.

Advances Asset Management service ensures that every pound spent on repairs or replacements equals £1 of value. By using our unique asset tagging system and regular reporting measures, we can control costs at an appliance level and make the right repair or replacement decisions over their lifetime.

Through Advances unique blend of products and services, our customers benefit from improved productivity, profit and quality.