

Inside ACORN®

After three decades in business, ACORN's key focus is still centred on the personal service that it offers to its customers. Although the company has expanded significantly over the years, its account managers still take the time to get to know every customer as an individual, allowing for a completely personalised experience that meets their distinct business needs.

With ten branches covering the entirety of the UK, ACORN is perfectly placed to offer friendly local service to businesses across the country. A dedicated export division along with access to world-class logistics networks means that ACORN can also offer an unparalleled delivery service to its international customers around the globe.

Part of Swedish corporate group Axel Johnson International, Acorn Industrial Services Ltd benefits from being part of a global network of over 150 companies who specialise in technical components and industrial process solutions. This means that ACORN's customers profit from the shared knowledge and global supply chain of Axel Johnson's wider network.

Sustainability is a key guiding principle both at ACORN, and across the wider Axel Johnson group. ACORN actively supports customers in improving the sustainability of their business by identifying areas where energy efficiency could be improved, or grease consumption could be reduced within their machinery.

ACORN's continued success as an industry leader is thanks to its core value of service. Every business function revolves around providing customers with outstanding service, no matter where in the world they are located.

One of the ways in which ACORN ensures superior service is through its team of product specialists who are experts in their fields. These knowledgeable and highly experienced product experts are



on hand to offer personalised advice to customers, both over the phone and in person during site visits. They work hand-in-hand with customers, helping them to reduce costs and maximise productivity.

ACORN holds over six million MRO products in stock at its central distribution centre in Rotherham, from world leading manufacturers including SKF, Timken, NSK and THK. This makes ACORN one of the largest stockists of bearings, linear motion systems, power transmission products and maintenance equipment in Europe. This large stockholding enables customers to have same day access to critical machine components when they need them the most, keeping businesses up and running and keeping downtime to a minimum.

Not only is ACORN a great place to buy from, it's also a great place to work. This is evidenced by the 35 staff members who



have each racked up between 10 to 30 years of service within the company.

Sales Director, Gavin Stacey, also has decades of experience within the business, having joined ACORN back in 1995. Gavin's innate understanding of the business, along with his breadth of experience and industry knowledge, mean that he is perfectly placed to steer the company through the ever-changing business landscape whilst ensuring that ACORN continues to provide the highest possible levels of service to its customers.

Over the past four decades, ACORN's success has been down to its unique ability to adapt to change, taking advantage of the advancements in technology whilst continuing to build supportive relationships with both customers and suppliers alike.

ACORN's goal going forward is simple: to continue to support businesses to become more innovative, more successful, and more profitable through Industry 4.0 and whatever comes next.

