



## Cefco

# Sharing intelligence is a bright idea for a growing electrical wholesaler

### Neil Mantovani, Purchasing Manager – Cefco

Cefco is a £30m business that has been trading for 35 years, supplying electrical products to specifiers, wholesalers, contractors and end users.

The business had nearly 400 trade outlets and a stable of brands that are well known in the trade, offering customers quality and choice – providing a one-stop-shop service to contractors within the industry.

As a heavy importer, Cefco has people on the ground in Shanghai and Guangzhou to manage supplier relationships and ensure product quality and certainty of supply. But beyond that, Cefco has partnered with Ligentia for many years to ensure the same commitment to quality and reliability is achieved in the business' supply chain.

Neil is happy to rely on his team at Ligentia: 'The service I get is reliable and consistent. They are as good as their word – which means I can trust that my deliveries will run like clockwork. The team knows our business, the service is on point and it means that I can get on with building the business, free from headaches on freight.'

'Our customers are our No1 priority. We go the extra mile for them and it's great to work with organisations that mirror this ethos. At the end of the day we're supplying thousands of products via our outlets and we need to ensure availability.'

Cefco is developing operations on-line, with same day delivery options, to fulfil big ambitions for growth in the years ahead. Neil acknowledges: 'We're deliberately raising our game – which means the stakes are getting higher for on-time supply. It has to be flawless. But we know that the team supporting at Ligentia deliver on their promises – their care and conscientious approach gives me confidence that I can get product onto the shelves reliably for all of our branches.'

When asked about how Ligentia go the extra mile for Cefco, Neil explains: 'It's the stuff that happens above and beyond the day to day that really make this a partnership. When we were looking to scale our operations, Ligentia were able to put us in touch with another of their customers that had already done what we wanted to achieve. It gave us a lot of ideas and helped us to bring our plans to life. Access to that kind of insight proved invaluable.'

Sharing information to create value for customers and partners is part of the spirit of community that sits at the heart of the Ligentia brand. If you'd like to find out more about how we can put our knowledge and experience to work for your business, simply [get in touch](#).

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