

Case study: Thomas Plant Hire, UK



Lighting the way for customers

Challenge

To finance the upgrade and expansion of a rental fleet of lighting towers that would help to reduce energy demand and running costs.

Solution

Thomas Plant Hire spreads the cost of 40 new energy-efficient LED lighting tower units with monthly payments to Hitachi Capital UK.

Result

Hitachi Capital UK continues its support of long-term customer Thomas Plant Hire with a flexible finance agreement for the latest additions to its fleet.

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Understanding the needs of the business

Background

Established in 2000, Thomas Plant Hire is a family-run business based in Holywell, north Wales, with four other locations in south Wales, Birmingham, Widnes and Bolton. Its rental fleet consists of approximately 1,600 machines including excavators, telehandlers, rollers, dumpers, dozers, ATVs, road sweepers, GPRS machine controls and lighting towers.

Customers vary from small contractors to large multinational companies specialising in house building, and road construction and maintenance projects nationwide. Thomas Plant Hire has used Hitachi Capital UK for finance since 2010, largely for investment in Hitachi excavators.

Business challenges

To meet the needs of its customers, and in line with industry requirements and regulations, Thomas Plant Hire is looking for more energy-efficient and sustainable models across its entire fleet. This is part of its ongoing business strategy as it continuously reviews and upgrades its equipment every three years.

“Sustainability is playing a bigger part in our business each year,” says Lowri Thomas, daughter of the company’s founder, Wyn Thomas. “We are always looking for greener, more sustainable



and efficient options, providing that they are competitively priced and can offer our customers a similar or improved functionality, operating speed and capacity.”

The solution

The company wanted to invest in a new range of 40 portable lighting towers to cater for increased demand and replace some older items of equipment. It chose 40 new X-ECO 6x150w 48v LED units manufactured by Trime, which would deliver considerable savings on fuel and emissions, as well as a longer runtime on a full tank compared to the previous equipment that they were using.

The new lighting towers were purchased in December 2019 with finance provided by Hitachi Capital UK. “Our business strategy is to lease the rental fleet – financing the assets assists us to fund the long-term growth of the company,” says Lowri. “Leasing helps us spread the cost of the investment and makes it more affordable.”

The result

This investment has enabled Thomas Plant Hire to meet the growing demand for high-quality lighting equipment on road construction and maintenance projects, as well as pursue its strategy of replenishing its rental fleet with energy-efficient and sustainable models.



“Hitachi Capital are easy to deal with and have fantastic customer care.”

Wyn Thomas, Managing Director,
Thomas Plant Hire

Impressed by the straightforward nature of its transactions with Hitachi Capital, the company plans to continue working with them for future investments in its Hitachi fleet. Managing Director Wyn Thomas says: “Hitachi Capital are a highly competitive finance company who are easy to deal with and have fantastic customer care. They are also very flexible and provide continuous support to us as a business – we would highly recommend them.”

Providing continual support to Thomas Plant Hire to help with the sustainable upgrade of its fleet is in line with one of Hitachi Capital’s key strategies to grow its energy efficiency finance.

