

ICS. Energy Saving with the Carbon Trust



Since starting work with the Carbon Trust ICS has offered 32 business loans worth almost £1.5 million providing potential CO₂ savings of over 2000 tonnes.

“Utilising a Carbon Trust loan is a complete ‘no-brainer’ – the investment pays for itself.” **Richard Metcalfe, ICS Regional Sales Manager, ICS Cool Energy**

The Background

ICS Cool Energy, the largest process cooling and heating company in the UK, provides industrial cooling solutions for businesses through bespoke manufacturing, rental or purchase. Founded in the late 1980s, it today employs around 200 people, and has a total annual turnover of £30 million.

In 2007, the Bradford branch of ICS was contacted by the Carbon Trust’s Leeds-based Account Manager, who asked whether the company would be interested in supporting The Carbon Trust’s interest-free business loans scheme for energy efficiency equipment. Three years on, 20-30% of the Bradford site’s business involves customers taking advantage of the loans scheme.

The Business Case

Over the past five years, ICS has seen energy efficiency become an increasingly central selling point for the business.

Richard Metcalfe, ICS Regional Sales Manager, is in no doubt that the company’s association with the Carbon Trust has enabled it to maintain sales levels at a time when it might otherwise have seen profits fall.

“People who would have put off buying a new cooling system because of the economic climate have been

able to go ahead thanks to the Carbon Trust. It’s enabled people to invest when they otherwise might not have been able to.”

Since starting work with the Carbon Trust, ICS has offered 32 business loans worth almost £1.5 million providing potential CO₂ savings of over 2,000 tonnes.

Find out more about The Carbon Trust’s [0% business loans](#), and how they can help end users save money. Alternatively, call your local ICS office today on one of the numbers below for more information.

