

Leisure Controls International Ltd

Time is Money - card & coin meters from the UK's leading manufacturer



TRADE MISSION TO SPAIN – *Mar 2007* **It pays to learn a second language**

Spanish speaking undergraduate Julia Joyce spent her summer vacation working for Leisure Controls International (LCI) on their international marketing. After researching and contacting several businesses in Spain and introducing LCI's products to them, the next step was to visit them. Julia had enjoyed the work so much that she volunteered to forego a week's study at a university in France in order to accompany Laurie Fairhurst the MD of LCI on an export mission to Madrid to follow up her leads in early March.

The trip was a great success, not just for Julia but also for LCI. During the week they had several meetings and generated many potential contacts. They were able to sign up a distributor for their products and gained a lot of knowledge about the Spanish market and the industry in general. The main application for LCI's products in Spain is a coin driven meter which is used to turn on air conditioning systems in villas and apartments. With rising energy prices and scarcity of supply, it makes sense to limit the use of this facility by charging holidaymakers. This means the systems are not left running when not required.

Leisure Controls International now has a lot of work to do to follow up all the contacts and found Spain to be a very attractive market for them. This is as a direct result of taking on a Spanish speaking undergraduate during her summer holidays. LCI provide timers and meters for a wide variety of applications which can be fitted to most electrical equipment such as air conditioning systems, showers and hair dryers.

This enables controlled access and controlled use of energy. The use of coins or tokens means that the organisation where the equipment is installed can charge for the use of their equipment and exercise strict control over the consumption of the two relevant resources – power and water.

ENDS

**Leisure Controls International Ltd.
Press Release on Trade Mission to Madrid (Spain)**

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LCI is a leading UK manufacturer of coin, token and smart card operated timers, hair dryers and reception based controllers for the leisure industry.

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