

Governance continued

Asset Management

As an asset rental business, the foundation of our service lies in the safety, quality and reliability of the equipment we provide to our clients.

Good asset management ensures that our rental assets are securely and appropriately stored in suitable locations, enrolled in a programme of cleaning, servicing and refurbishment to deliver optimal performance and correctly tracked within internal asset registers to maximise utilisation and efficiencies.

With a global portfolio of 55,000+ items of refrigeration and catering equipment and 1000+ portable kitchens, our asset management strategy has been developed to prioritise the necessary procedures and processes to ensure our assets are effectively maintained throughout their lifecycle.



Investing in our distribution centres

We have invested significantly in our distribution centres and storage facilities to ensure our operational teams can rely on robust infrastructure that supports day-to-day operations around the world.



Opened New Location in USA

Relocation to a 125,000 sq.ft facility in Georgia has enabled scalable optimisation across our USA operations. The new facility offers 16 loading docks specifically designed to process vehicles quickly and efficiently, additional space to allow our logistics teams to marshal assets ahead of loading for transportation to ensure enhanced review between picking and dispatch, and bespoke storage footprints for specific items with assets tracked by aisle and rack placement to enable effective stock rotation.



Opened New Location in Spain

Established a new 40,000 sq.ft facility in Zaragoza to enhance our service delivery across Europe. As we continue to invest in establishing this regional location, we will focus on optimising logistics processes and implementing best practice throughout our Spanish operations.



Enhanced Location in England

Renovation of our 150,000 sq.ft facility in Marchington to enhance asset preparation. Upgrades focused on the creation of a bespoke quality control area for equipment review supported by additional investment in colleague training to ensure enhanced equipment maintenance and inspection. Alongside creation of a bespoke cleaning area to ensure a designated open, bright and safe space for hygiene processes and a blowdown room which is used to safely extract dust and clean the intricate working components of refrigeration assets.



Optimising Inventory Management

Efficient inventory management is another element crucial to the success of our global operations. To optimise the utilisation and maintenance of our asset portfolio, we have implemented a series of strategic actions that enhance efficiencies and ensure the longevity of our assets.



Global ERP Implementation

Building on our existing systems, we have initiated the rollout of an upgraded Enterprise Resource Planning (ERP) system across our global operations. Rollout is underway in our UK and European operations and will expand to all operating regions across 2025 and 2026. This enhanced system is designed to streamline internal processes and centralise related data, delivering an integrated approach to asset management, operational delivery and customer engagement across our core business functions. In 2024 we have already gained operational efficiencies from workflow automation and enhanced reporting, and in 2025, this digital transformation project will continue to drive measurable impact across our organisation. We look forward to sharing in-depth progress and success stories in our next ESG report when the system is fully embedded across our operations and the benefits of this transformation are realised at scale.



Annual Global Inventory Audit

Every year we complete an in-depth stock review at every distribution centre, collating the findings within our ERP and asset management systems. Whilst this is a mandatory requirement of our business, this comprehensive analysis also offers ESG benefits by ensuring that we always have a clear understanding of equipment availability, potential asset alternatives for clients, and opportunities for sharing resources across operating regions. By consistently analysing and monitoring our asset fleet, we reduce the need for unnecessary equipment purchases to enable responsible resource consumption and improved efficiencies.



Appointment of Divisional Director of Global Asset Management

With the global complexity of our operations, we recognised the need for a dedicated role focused on overseeing our asset fleet from a holistic perspective not just at a regional level. As an organisation focused on sustainable service quality, the natural next step was to appoint a Divisional Director of Global Asset Management to help our teams deliver on our asset management strategy.

With a focus on helping our teams understand how assets are being utilised, making informed decisions about asset purchases, improving equipment readiness, and ensuring that assets are cared for and maintained to extend their lifespan without compromising quality. This critical role also oversees the environmentally responsible disposal of assets, ensuring that our practices align with our sustainability goals. Through their leadership, we aim to optimise our fleet management, enhance operational efficiency, and support the sustainable growth of Lowe Rental Corporation.



Asset management is a universal source of connection across our organisation, seamlessly integrated into the language of our everyday operations regardless of function or location. As such, I welcome the challenge to identify improvements and implement strategic solutions that bring tangible value to multiple rental services across Lowe Rental Corporation.

Dee Epton
Divisional Director of Asset Management,
Lowe Rental Corporation

Spotlight on Our Divisional Director

Dee Epton brings over 15 years of multi-faceted experience to her role at Lowe Rental Corporation, demonstrating a unique blend of operational insight, strategic thinking, and a hands-on approach that perfectly aligns with our commitment to continuous improvement. Her journey began with ambitions in the airline industry as a certified A&P Mechanic, following in her father's footsteps. However, the post-9/11 turmoil in the American airline sector led her to explore various roles, from administrative assistance and human resources to logistics and warehousing.

Dee joined Lowe Rental Corporation in 2005 as a receptionist, quickly proving her versatility and determination by taking on any task she could. Her dedication and capability led her to roles in office management and stock control, working closely with warehouse operations, finance, and senior management. After a brief hiatus, she returned in 2019 to audit stock control on a contractual basis and recognising her critical role in driving efficiencies, Lowe Rental Corporation officially rehired Dee in 2020 as USA Stock Controller. Her clear vision and proactive approach have been and will continue to prove instrumental in developing and refining asset management strategies that drive operational effectiveness and embed practical sustainability. We look forward to seeing how her leadership will help us enhance our asset management capabilities across all regions.

