**Peter Wilson, Managing Director from Cambridge Vending**

“We have been using SFS as our finance provider for more than five years now. We have been let down by other service providers in the past, and we have found SFS to be far more reliable than other companies in the market. Its product offerings are competitive and innovative and most importantly the company provides a very high level of customer support and services. Offering our customers good quality services is a high priority for us and SFS allows us to achieve that. It has a dedicated sales team which is easy to get in contact with. We are never left waiting for hours for a reply and the team is always able to respond swiftly and efficiently.

“I am very grateful for the assistance and support we receive from SFS. It is a fairly unseen but critical support for what we do as a business. The company always strives to develop and improve its services to accommodate our changing business needs, hence allowing us to be where we need to be.”

**Hugh Beckwith, Managing Director from Vendaid LTD**

“We have a long-standing relationship with SFS spanning over 20 years. As our lead finance provider for the majority of our projects, SFS has contributed greatly to our business. Without SFS and the possibility to finance our customers’ deals, our whole business would have been held back. A financing partner like SFS allows end-customers to acquire equipment in an affordable way, which is a vital service for vending operators.

“Money is the universal commodity, but what is special about our working relationship with SFS is the human touch. The success of this commercial link is down to the fact that people buy from people. SFS’s customer service is responsive and its teams are pleasant to deal with, which means that we trust them, and in turn our customers can have the confidence that we are proposing a reliable deal. Many of our customers already have their third contract financed by SFS and this is a good indication of SFS’s product and service quality. We highly recommend other vending operators to use SFS as a finance provider. The fact that we are still dealing with SFS after two decades is a testament to the great service that the company has consistently provided us with over the years.”

**Mark Simmonds, Managing Director from Super cups vending**

“SFS has been our finance service provider over the last two years. We needed a reliable, efficient financing partner and SFS has certainly fulfilled that requirement. The company has good commercial rates which are important to all businesses in our industry and its service level and speed of acceptance is what sets them apart. The teams from SFS are responsive and easy to deal with. They are very efficient in closing new transactions and consistently provide supportive services to existing customers.

“Having recently updated its online finance application platform Siesmart, the financing approval process is now more efficient than ever. We almost always get instant approval and when there are slight technical issues related to the acceptance of a deal, SFS provides speedy response to resolve the problem. There is also flexibility about how a deal can be restructured which makes the application process much easier. Doing good business relies on good people and I think that our contacts at SFS are key to the company’s success in providing such great customer service. They are a committed and passionate team that shows willingness to go the extra mile for us. Because of its people and the superior service the company provides, I would not hesitate to recommend SFS as a financing partner to other vending operators.”

**Tim Varney, Managing Director from Revive Vending**

“We have been working with SFS for around 30 years now. We have a great working relationship with them and I think that is one of the main reasons why this particular partnership has lasted so long. Compared to other financing companies SFS offers the best rates, it gives us the best service in terms of speed of response and I really enjoy working with our contact there. If there is ever a problem with a deal, our contact will inevitably find a speedy solution. The company has an extremely efficient process which is supported by a well-organised team. The financing process is quick and easy, just a telephone call and the job is done! Leasing equipment is a fundamental part of our business and without a financing partner it would be very difficult to grow our business, so the role that SFS plays within our whole business model is crucial.”

**Alastair Balmforth, Managing Director from Refreshment Systems**

“A financier like SFS is important to us since they provide customers with working capital through the financing of equipment; this removes the financing risk from our business as well as allowing us to retain working capital. Having worked with SFS for two years, what is clear to me is that SFS as a specialist financier has real integrity. When the economy was still difficult a couple of years ago, all the major players were bailing out but SFS stepped forward to fill the funding gap. This demonstrates the company’s drive and focus on the industry and that gives us a degree of confidence.

“What distinguishes SFS from other finance providers are the people. Since working together we have built up a trusting relationship with the team at SFS. Not only are they friendly to deal with and are highly efficient, but one can really rely on their advice and support. I would most certainly recommend SFS as a financing partner, as I have done so in the past.”