

The Parts Alliance extend 'Garage Essentials' with 90 branch boost

The Parts Alliance has announced that the Garage Essentials equipment brochure, originally developed by GSF Car Parts, will be made available through all members from the next issue (Autumn 2016) due out in October.

Garage Essentials is widely regarded by both the equipment and tool suppliers who participate, and the independent garages who receive it, as the UK's leading garage equipment publication.

Since GSF Car Parts joined The Parts Alliance, by acquisition in September 2015, Garage Essentials has continued to showcase the best of what's available from GSF Car Parts' branches whilst Toolchest has done a similar job for The Parts Alliance's other members.

"We've found that around 85% of the content is similar already between Toolchest and Garage Essentials as we've both been actively looking to work with the best suppliers," said John Wright, Head of Garage Equipment and Customer Development. "It's clear we can save a lot of time and energy by producing a single publication instead of two, offering suppliers a greater audience and circulation.

"We're already hearing the concept of an extended distribution throughout The Parts Alliance makes Garage Essentials even more attractive for suppliers, as we work with them to create and deliver the best possible deals for independent garages."

Garage Essentials will continue to be distributed throughout the UK by trade press insert but now the print run will be extended by 20,000 copies to ensure availability from around 90 more branches of CES, GMF, Allparts, Car Parts & Accessories, SC Motor Factors, SAS Autoparts and BMF.

"Combining the publications will both extend the range of deals available, and make them more easily available to garages through a wider network of factors," said Steve Salt, Technical Sales Manager at The Parts Alliance. "We also think operational changes behind the scenes will be just as significant in boosting business.

"GSF have successfully built Garage Essentials primarily through a head office based team of telephone sales specialists supporting the branch network.

"The Parts Alliance businesses taking on Garage Essentials will benefit from that proven formula but we'll also bring our specialist field team to add a new dimension."

The Parts Alliance's team of five Technical Sales Managers already deliver excellent results, often focusing on bigger new-build or workshop redevelopment projects where close involvement with planners and architects in the design phase can prove especially helpful.

The Parts Alliance says the development of the single publication is a great example of the productive collaboration that happens between group members. Garages are being urged to look out for the 'biggest and best ever' Garage Essentials soon.

Further Information

James Onions T. 07966 138883 | james@autotechcomms.co.uk | www.gsfcarparts.com