Water Treatment & Environmental Services

# Enabling a New Rental Revenue Model for Industrial Water Treatment Equipment

## The Challenge

A leading manufacturer of water treatment and purification equipment traditionally generated revenue through the sale of its specialist systems to customers operating critical water infrastructure. However, changing customer requirements created a new opportunity. Instead of purchasing equipment outright, some operators wanted the flexibility to hire equipment for specific projects and maintenance programmes.

To support this demand, the client established a rental division, providing portable water treatment systems on a **contract hire basis**.

While the model offered significant commercial potential, it also created a funding challenge. Manufacturing the equipment required substantial upfront investment, while rental income would be generated gradually over several years.

The business needed a **funding partner capable of supporting a non-standard asset** and helping accelerate growth without impacting working capital.

## The Result

**The transaction delivered several strategic benefits:**

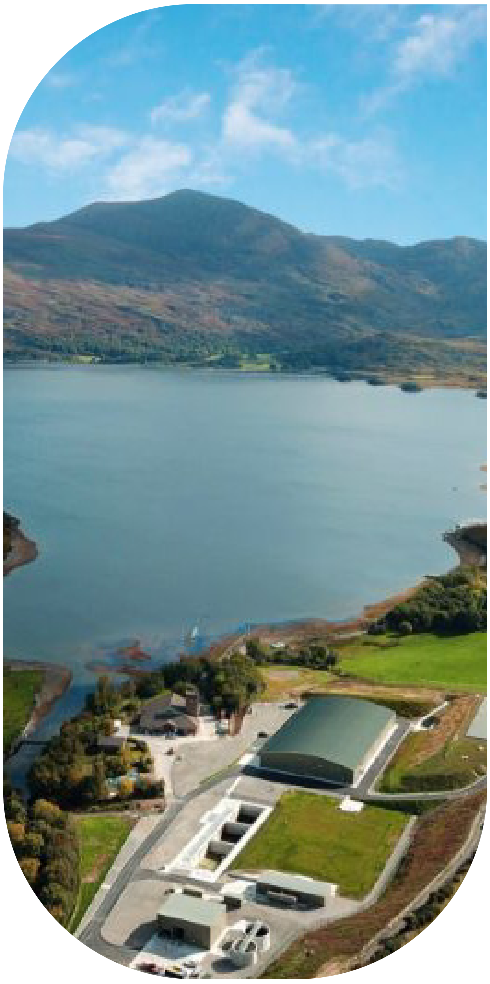
- Released capital to support business growth
- Enabled expansion of the rental fleet without restricting cash flow
- Supported the transition from a one-time sales model to a recurring revenue model
- Econocom helped the client accelerate the development of a scalable and sustainable rental business

**£500k**
Equipment financed

**0 impact**
on working capital

**Portable Water Treatment Systems**

**New**
rental revenue stream



## The Econocom Solution

**The Solution:** Working alongside broker partner Hexa Finance, Econocom provided a funding solution that enabled the client to finance a specialist water treatment system valued at €500,000.

As a large-scale portable water purification unit, the asset fell outside traditional equipment finance criteria and required a flexible approach.

**The funding enabled the client to unlock capital immediately and expand its rental fleet without waiting for rental revenues to accumulate over time.**

## Why Econocom?

Econocom's ability to finance non-standard assets, combined with a collaborative approach alongside Hexa Finance, enabled the customer to pursue a new commercial strategy with confidence.

The result was a funding solution tailored not only to the asset itself, but to the customer's long-term growth ambitions.

## Hexa Partnership

HEXA FINANCE

**Hexa Finance** is a specialist asset finance broker that works closely with businesses to structure funding solutions for a wide range of equipment and technology investments. By understanding both the customer's commercial objectives and the capabilities of its lending partners, Hexa Finance helps deliver tailored finance solutions that support business growth, preserve working capital and enable investment in critical assets.

For this project, Hexa Finance worked collaboratively with Econocom to structure a funding solution that met Aqua's specific requirements, helping facilitate the investment in specialist water treatment equipment and supporting the development of its growing rental business.