

PROFILE: KRL

The city company that's 30 years old and still growing from strength to strength

BASE: KRL's headquarters in Sutton Fields, Hull.



KRL group managing director **George Baker** discusses the company's ambitious plans for growth as it celebrates a 30th anniversary

It is celebrating its 30th year in business and the word on KRL Group's lips just now is "acquisitions". This successful Hull company, which supplies photocopiers and other associated equipment to more than 2,000 customers, is looking to enhance its offering on the south bank of the Humber and in West Yorkshire.

George Baker, managing director, said: "We are looking at a couple of businesses to potentially buy out."

"We are preparing people in readiness for this development of the business."

"Hull will be the head office, with new sales outlets in these areas."

"We already do great business in Lincolnshire at the moment so this is about having a face there, with such as a

“ We want to give our customers even better facilities and easier access to our products and services

George Baker

showroom and stores to better serve our customers.

"We are looking to open in West Yorkshire as well."

KRL, based in Malmo Road, in Sutton Fields, offers state of the art printers that are at the cutting edge of the market.

As well as printers from Samsung, it stocks products from Konica, Minolta, Kyocera and Ricoh.

Whether an employee is in the office or out on the road, KRL's portfolio of next-generation products means they can print



PREPARED: KRL managing director George Baker and his team in Malmo Road, Sutton Fields.

Pictures: Simon Renilson

direct from their tablet or phone. KRL's after-sales care is equally high-end.

The company provides managed print service packages for many types of customer, enabling them to cut down on overheads and support costs.

Many of KRL's cherished relationships stretch back to its early days and continue because of the company's unrelenting commitment towards customer service, according to Mr Baker.

"Going forward, we will be sticking with our core business, which is printers and multi-function printers, because this is our specialism, but we want to give our

“ We treat our customers as friends

George Baker

customers even better facilities and easier access to our products and services.

"Because of the changes in Hull, we will need three or four extra people to help build on what we have, while at the same time taking care of what we have."

KRL does business with companies as far

afield as the Scottish Borders.

"Some of our customers have grown their businesses with us," said Mr Baker.

"As much as we can, we treat our customers as friends."

"We are always available to help and we make sure any questions they have are answered quickly. If something does go wrong, customers know we will be there to deal with things straight away."

KRL is keen on "putting something back", said Mr Baker.

"We are putting a lot of effort into renewables and we are a sponsor of the Humber Renewables Awards."

KRL sponsored the Medium/Large

Business of the Year category at the recent awards, which was won by Associated British Ports in recognition of its work within the renewables sector.

"We are very much into green issues and work with various people to do things through renewables."

"We believe it's the way to go to protect the planet," said Mr Baker.

KRL's community support is also reflected in its patronage of North Ferraby United.

"We are looking at something for Hull City next year," said Mr Baker.

● KRL Group is at Billwin House, Malmo Road, Hull, HU7 0YF. Call 01482 657007.