

**ICEE MANAGED SERVICES LTD**

PRESS RELEASE

**ICEE partners with Rapid creating ‘one-stop-shop’ for faster installs of electric vehicle (EV) charging systems**

* Partnership is in step with Government’s 2017 Autumn Budget, including new £400m funding for expansion of EV charging infrastructure
* Streamlines EV charge-point procurement, installation and service delivery for the customer
* ICEE is an authorised installer under the OLEV Workplace Charging Scheme (WCS)

Waterlooville, Hampshire UK – January 11, 2018 – for immediate release:

A complete ‘one-stop-shop’ or fully integrated, single-source service for the implementation of high quality electric vehicle (EV) charging systems has been formed between installation contractor [ICEE Managed Services](https://www.icee.co.uk/) and a leading distributor of [Schneider Electric](https://www.rapidonline.com/Schneider-Electric/EVCharging) premium brand EV charging and related equipment, [Rapid](http://www.rapidonline.com) .

Spanning the entire planning, procurement and delivery process, the service includes equipment selection, supply, installation, commissioning and lifetime maintenance of EV charging systems, or complete asset management. Initially, the service is being aimed purely at the commercial or business-to-business (B2B) and local authority markets.

Installing EV charging points may seem simple to the prospective customer, but many potentially complicated and time-consuming questions often require dealing with first. By providing one point of contact, the combined resources of ICEE and Rapid will undertake and simplify that process, delivering the required outcome – a reliable and high quality EV charging service – faster, safer and at least cost to the customer and end-user.

ICEE is a newly authorised installer of specific EV charge-points under the Office for Low Emission Vehicles ([OLEV](https://www.gov.uk/government/organisations/office-for-low-emission-vehicles)) Workplace Charging Scheme (WCS), a recognition gained on December 19, 2017. This means the installer is now eligible to submit grant claims for customers, enabling the latter to save money under the WCS scheme for the installation of specific types of EV workplace charging equipment offered by ICEE and Rapid.

OLEV describe the WCS as ‘a voucher-based scheme that provides support towards the up-front costs of the purchase and installation of electric vehicle charge-points, for eligible businesses, charities and public sector organisations.’

**An electric future**

According to industry sources such as the Society of Motor Manufacturers and Traders ([SMMT](https://www.smmt.co.uk/2017/04/march-2017-ev-registrations/)) the uptake of electric vehicles – hybrid and pure – is evidently rising. Past and present governments are fully supporting the trend, starting with grants made available back in 2011, when funding was announced to encourage the adoption of plug-in vehicles. Last year’s Autumn Budget statement by the Chancellor of the Exchequer included the pledge to “establish a new £400m charging infrastructure fund, invest an extra £100 million in [the] Plug-In-Car Grant, and £40 million in charging R&D”.

“EV charging point clusters must become as commonplace as petrol and diesel filling stations,” says Paul Harris, Managing Director of ICEE Managed Services. “We have already launched into supplying and installing EV charging points. We want to strengthen our presence in this exciting new market, so we jumped at the chance of partnering with Rapid and helping to create a simple one-stop-shop service for the customer.”

On why the relationship with Rapid was formed, he says: “To ensure reliability in the field and avoid service outage, we always advise customers to invest in high quality, premium products. When we started installing EV charging systems, because of the company’s reputation for high standards, we chose the Schneider Electric EVlink range of products as our preferred option.

“Products were supplied to us by the manufacturer’s UK distributor, Rapid. Discovering how closely our values and standards coincided we soon agreed to work closely with Schneider Electric’s distributor, to simplify the supply chain and offer best value to the customer.

“Our installation engineers have undertaken rigorous training courses at Schneider Electric’s UK premises and as a result ICEE has become a fully approved installer of the EV charging point maker’s range of EV products.

“Importantly, partnering with Rapid will help ICEE keep up with the very fast-moving rate of change in this industry such as new grants and funding, battery technology, and other key developments including asset and data management. For customers, our successful registration under the OLEV WCS grant aid scheme will add further value to our service.”

**Closing the loop**

James Bates, Managing Director of Rapid, says: “We are very pleased to partner with ICEE Managed Services. EV charging is in its infancy and in some cases still has fragmented contact points for customers, such as through manufacturers, distributors, installers, maintenance companies and consultants. The initiative with ICEE helps solve that problem and creates an opportunity for an agile, customer-focused business.

“Additionally, guidelines and safety standards can easily be misunderstood, and - due to pressure to compete on price - the highest levels of safety recommendations are not always applied or maintained throughout a project due to pressures to reduce costs.

“We are very close to Schneider Electric and their expertise, but we realised a similar relationship was required with a dynamic installer. To ensure EV charging points operate flawlessly in the field and deliver consistently reliable service, the quality of installation and maintenance is absolutely key,” says Bates.

“When we met with ICEE, we could see the way to close the loop by creating a seamless customer-centric solution, from enquiry through to after care.

“What’s more, besides having years of experience in high quality electrical equipment installation work, ICEE is also a manufacturer of enclosures. We want to offer customers the opportunity to customise the branding of EV charging points, so we can do this now, thanks to our partner’s capability,” he says.

**Notes to editor**

1. According to its official website, ‘the Office for Low Emission Vehicles (OLEV) is a team working across government to support the early market for ultra-low emission vehicles (ULEV). We are providing over £900 million to position the UK at the global forefront of ULEV development, manufacture and use. This will contribute to economic growth and will help reduce greenhouse gas emissions and air pollution on our roads. OLEV is part of the [Department for Transport](https://www.gov.uk/government/organisations/department-for-transport) and the [Department for Business, Energy & Industrial Strategy](https://www.gov.uk/government/organisations/department-for-business-energy-and-industrial-strategy)’.
2. ICEE is a long established manufacturer of high quality steel cabinets to enclose vital road and rail trackside telecommunications systems and control equipment. Besides manufacture the company also ships and installs these enclosures, taking full responsibility for planning, siting, implementation, testing, commissioning and lifetime maintenance. This is ideal experience, competence and qualification for the installation and maintenance of EV charging systems.
3. Thanks to advanced digital resources including computer-aided design (CAD) and computer numerical control (CNC) manufacturing, when requested ICEE will be able to quickly make bespoke, approved casings for electric vehicle charging systems. A customer of the new and comprehensive service offered by ICEE and Rapid may take a standard product, or have it supplied with a new exterior cladding that is distinctive through shape or graphical branding.

#### Besides working practices that conform to the demanding BS EN ISO 9001:2000 standard, ICEE Managed Services already has all the certification required to safely install and maintain electrical equipment including Safecontractor, Contractors Health and Safety Assessment Scheme (CHAS), and National Inspection Council for Electrical Installation Contracting (NICEIC). The company is also a member of the Railway Industry Supplier Qualifications Scheme (RISQS), and an accepted and registered organisation with the Highway Electrical Registration Scheme (HERS). Additionally, ICEE is now an authorised installer of specific EV charge-point equipment under the Office for Low Emission Vehicles (OLEV) Workplace Charging Scheme (WCS).

#### **About ICEE**

ICEE’s EV installation work is part of a range of services to several market sectors, including provision of telecommunications, broadcasting and data networks; control and communication services to the rail and highways sectors; and a range of services to the architecture, building and construction industry including roofing, electrical and mechanical, architectural and structural metalwork, strip-out and refurbishment. The company works with regional utilities and authorities, MoD establishments, and aerospace and satellite communications industries. The company’s accreditation includes compliance with BS EN ISO 9001:2000, NICEIC and other important business and industry standards.

**About Rapid**

Rapid is a UK based distributor of Electronic, Electrical, Electromechanical and Automation products with a market leading online capability and a flexible business model using both wholesale and high service level product strategies. It is a company passionate about learning and technology and dedicated to ‘helping you make it’. Rapid are strongly aligned to Schneider Electric’s mission of energy management and automation through innovation, offering design-in consultation and support for their entire range. Rapid’s value-added services such as enclosure modification and bespoke cable assemblies aims to reduce production time and make supply chain planning easier. Rapid’s dedicated quotes team support large and complex projects with agility and technical competence.

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