

# Rapid International

## Case Study

Rapid International is recognised as one of the world's leading manufacturers of equipment for the concrete, construction and environmental industries, and is the manufacturer of choice for many of the major global concrete and construction groups.

Since its establishment in 1969, Rapid has pioneered game-changing mixing technology, and now has a presence in

more than twenty countries worldwide via a wide-reaching international dealer network. Rapid has worked with SEW-EURODRIVE for 17 years, after beginning a partnership back in October 2007.



## Challenge

Rapid International needed high quality drives and geared motors for its plant machinery, which is sold across the world. With customers based in multiple different countries, Rapid International needed to guarantee that its customers would be able to receive service and support globally.

Time is also of the essence in every project, and Rapid International has multiple engineers working on plants and machinery. To avoid time-consuming back and forth communication between themselves and suppliers, Rapid International needed an easy way for engineers to order products, where they could make an informed decision about the drives and geared motors required, and know prices in an instant.

Energy efficiency is also becoming of increasing importance to both Rapid International and its customers alike, and Rapid International has always favoured electric drives. The company needed to ensure it stayed at the forefront of industrial advances, by supplying products that could meet future sustainability goals.

**Driving the world**

[sew-eurodrive.co.uk](http://sew-eurodrive.co.uk)  
[rapidinternational.com](http://rapidinternational.com)



# SEW-EURODRIVE solution

## 1. High quality products, serviceable around the world

SEW-EURODRIVE UK provides Rapid International with the products needed for the standard machinery which is sold across the world, from the USA and Canada to Saudi Arabia. We also support Rapid International with its bespoke plant machinery, which is sold across mainland UK and in Ireland.

Rapid International works on one to two large plant projects each year, and a further 20+ smaller projects, all in different places, with SEW-EURODRIVE supplying drives and geared motors for its plant machinery across them all. This machinery includes static concrete batching plants, mobile batching plants, and rapid mixes.

With SEW-EURODRIVE sites based in multiple countries around the world, it's easy for Rapid International customers to receive support, regardless of where they're based. Having a product that's serviceable globally, therefore sets both Rapid International and SEW-EURODRIVE apart from other manufacturers

## 2. Energy efficiency

Rapid International has always used electric drives, which SEW-EURODRIVE specialises in. With more and more companies looking for ways to improve energy efficiency, SEW-EURODRIVE's vast electric drive offering enables Rapid International to stay at the forefront of the industry, generating higher sales through SEW-EURODRIVE's innovation.

Energy efficiency is important to both Rapid International and its customers and SEW-EURODRIVE supplies the company with IE3 motors, which have a premium level of efficiency. IE3 motors are better for the environment and can also help companies save on energy bills in the long run, making them ideal for companies looking to boost their sustainability credits.

## 3. Quick ordering

SEW-EURODRIVE's online ordering system allows engineers at Rapid International to get instant quotes on drives, complete with all the information they need to know, including the oil quantities needed for maintenance.

Rapid International can also access DXF (used for sharing drawing data) and STEP files (used for 3D modelling), enabling the engineers to make an informed choice on which products to buy. The large amount of information that can be supplied by SEW-EURODRIVE aids with the efficiency and speed of Rapid International's manufacturing process, reducing the need for lengthy back and forth discussions about drive and motor specifications needed.

SEW-EURODRIVE also offers same day delivery and build to both the UK and Ireland, helping Rapid International with its expansion across parts of southern Ireland, as the company aims to take on larger plant projects and increase its market share in this region.

## Business Impact

SEW-EURODRIVE UK's innovation, expertise, high-quality products, and exceptional level of service has helped Rapid International to secure its position as a world leading manufacturer. Going forward, SEW-EURODRIVE's energy efficient drives will help in generating further sales for Rapid International, as more customers turn to energy efficient options.

The efficiency of SEW-EURODRIVE's ordering system means Rapid International can continue to quickly turn around projects globally, with support provided to customers across the world. As Rapid International looks to continue its expansion in Ireland, SEW-EURODRIVE's same day delivery and build option means the company can increase the speed of its manufacturing process.

"The team at SEW-EURODRIVE has always been incredibly supportive to us over the many years we've worked together. The high standard of the products from SEW means we've never had an issue with what they've supplied to us, and anytime we've had a problem, even when it's not a fault on their end, they've always been on hand to help us fix it.

"We have a great working relationship with them, and we've come to really know the brilliant team of engineers that SEW has. Long may the partnership continue."

**Duncan Wilson, Engineering Director  
at Rapid International**

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**Designed to perform,  
engineered to perfection**