

CUB's New Look and Approach

The energy market is a tough place to build a legacy but the Fairfax family have managed two decades in an ever changing industry, all thanks to their strong customer focus and ability to adapt.

CUB UK Ltd, who are based in March, Cambridgeshire, began as energy brokers in 1994 and over the years have developed their approach to working with business customers; focusing on building strong working relationships that are still in existence today.

Over time the CUB approach has evolved into one of an energy consultancy, working with organisations to get the best out of their business. Now, as they reach their next milestone they are evolving once again to provide an even better service for their customers.

Louis Fairfax, Managing Director at CUB UK Ltd, spoke of his excitement of the launch at the event: "We have exciting new products and services which we will be launching at Nemex, with a new look logo which represents our key abilities. We have decided to split the organisation into two, so we can concentrate on SMEs and I&Cs separately. We can put together strategies that fit perfectly into any organisation - whether they want procurement only or a way to improve their energy performance, we can find what suits them and put it neatly into a package.

"For me, to launch our new look and approach at Nemex, one of the biggest events in the energy calendar, is an exciting time. All of the CUB team have been working hard on further improving the business so that we can focus our attention and improve the efficiency of processes. We have worked with clients and researched what they want and believe that we have answered that call."

CUB will be launching a new approach and look at Nemex 2014, at Sustainability Live in Birmingham, at the NEC. The event takes place from the 1-3 April and will host many energy suppliers and consultancies, as well as manufacturing companies who will introduce innovative products and services with the aim of sustainability and efficiency in mind.