

Phoenix surveying and Topcon forge an even stronger alliance



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Phoenix Surveying Equipment is one of the largest dealers of Topcon equipment in the United Kingdom. Based in Bristol with five offices across the South West the 51 employee strong company specializes in the sale, hire and repair of surveying equipment. For thirty years the company has been a strong presence in the area, but without expansion. This situation changed with a management buy-out and change of ownership late 2005. The new management structure in the Phoenix organization combined with strategic changes in the Topcon distribution model has seen rapid business expansion for both parties.

“For many years our relationship with Topcon was almost adversarial, we were occasionally competitors as well as customers and suppliers”, says Peter Huda of Phoenix with a laugh. “But when we (Peter Huda and Martin Purchase) took over the company greater collaboration took place. We saw an opportunity for Phoenix to grow and Topcon to achieve parallel success.” A new alliance was forged with Phoenix expanding not only territorially but also in terms of product portfolio. Sale and rental of Robotic Total Stations and GPS were added to an already large product mix of general construction survey instruments and laser business.

Successful alliance

This alliance has proven to be highly successful for both Phoenix and Topcon. “Our growth in the last two years has been amazing”, tells Martin Purchase. “We try to be a one stop shop for the construction industry. We offer the whole range, from a simple optical level to state-of-the-art GPS.” Both look to the future with confidence: “On a jobsite Topcon’s equipment is needed from the beginning to the end. From a simple level to get the site started, to a Total Station or GPS to set out the site. But once the building is up you will need interior lasers on site for the internal fit. The market in the UK is showing a lot of positive growth for the coming year and beyond and bodes well for the Phoenix and Topcon partnership.”

