

# appegate

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## Supplier Story



## KGA Enclosures - Going from strength to strength

Formed in 2014 as a manufacturer of extruded aluminium enclosures, KGA Enclosures have steadily grown from 92 product lines to just short of 30,000 products.

Since joining Applegate as a supplier in 2018, KGA has seen a steady stream of customers finding them via the marketplace and now seek to further grow their opportunities internationally with Europages.

Gary at KGA tells us *“Since Joining Applegate in 2018, we have seen a steady stream of customers entering our website with orders and enquiries following regularly...”*.

In 2021, KGA Enclosures experienced a

# 284%

rate of return on their Applegate spend.

## Securing new business during a pandemic

B2B buying behaviours have changed dramatically since the start of the Covid-19 pandemic, with marketplaces, such as Applegate, becoming an important resource for companies to source and sell products to new and existing customers.

During two difficult years, Applegate has delivered multiple new opportunities for KGA. Many of which have resulted in repeat business.

In 2021 alone, KGA secured almost 20 orders which led to repeat orders, larger quantity orders and orders for new products.



*“Applegate is a vital part of our external advertising campaign.”*

**Gary Stares**  
Managing Director

Find out more at: [hello.applegate.co.uk](https://hello.applegate.co.uk)

## Friendly customer support to help your business grow

Applegate is the trusted purchasing partner for over 140,000 suppliers.

Our client services team ensure that enquiries are accurately matched to your business and help identify new opportunities for growth.

Gary explained what it's like working with our client services team.

*“The Applegate team are always happy to assist in maintaining our Applegate presence and product database, regardless of the request. The team are friendly and very knowledgeable about the service they offer and the benefit it brings to my business....”*

## A new source of international opportunities

Four years on, KGA Enclosures have updated its package to take advantage of the additional opportunities available to them via Europe's leading B2B platform, Europages.

*“...we can only see opportunities growing and our commitment to Applegate strengthening, we know we are in safe hands with Applegate.”*

## EUROPAGES

As the official UK reseller of the platform, Applegate and Europages combined will provide enhanced exposure to KGA, not just in the UK but internationally – specifically targeting the countries that matter most to their business.

A company e-page will work as a micro-site providing content and product information with the added benefit of content being translated into the target market language.

Find out more at: [hello.applegate.co.uk](https://hello.applegate.co.uk)

# applegate

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