

New name, new workshop for S E Hydraulics.

South Eastern Hydraulics has been in business for over 30 years and during that time has established itself as one of the most respected names in the hydraulic engineering industry. Also, over this period the company has grown in size and capability to undertake projects on a UK wide and international basis. To better reflect this status, South Eastern has recently carried out a re-branding and will henceforth trade as **S E Hydraulics** with a redesigned logo. This change was timed to coincide with the opening of a new dedicated hydraulic power unit manufacturing location, additional to the existing workshop facilities.

Barry Thewsey, Managing Director says ' When I joined last year I found a company with an impressive range of skills and a wide ranging presence in the market, but I felt that the name reflected the company's origins as a local hydraulic engineering company rather than one with many major customers outside the South East region. This is not a problem among our existing customer base, but our intention is to continue to diversify into new markets and we felt the change to S E Hydraulics, together with our expanded capacity, would better support this. There is of course a reluctance to change from such a well respected name as South Eastern Hydraulics, and I am sure many customers will continue to refer to us as such for a long time to come, but the S E Hydraulics name will continue to carry the excellent reputation built over many years.'

