PRESS RELEASE

FOR IMMEDIATE RELEASE  
Date: 27th June 2025

# Platinum Elite Holdings Ltd Acquires Equip Rasen Ltd — Relaunches as Equip Global Supplies Ltd with New Global Battery Division

Platinum Elite Holdings Ltd is proud to announce the acquisition of Equip Rasen Ltd, a well-respected, family-run business with a 30-year trading history based in Market Rasen, Lincolnshire. As part of this exciting new chapter, the company will rebrand as Equip Global Supplies Ltd, reflecting its broadened product portfolio and commitment to expanding services on a global scale.  
Operating from three large, modern warehouses, Equip Global Supplies Ltd will continue to supply a comprehensive range of products and services including agricultural and automotive parts, garment printing, gas, various hardware supplies, power tools, steel supplies, vehicle sign writing, workwear, and more.  
A significant part of this relaunch is the introduction of a new global battery division, branded EGS (Equip Global Supplies). This division will be led by John Richards, a seasoned professional with over 30 years of international experience working with Original Equipment (OE) manufacturers in the battery industry.

## Continuity, Growth and a Personal Connection

While the company name and brand are evolving, the trusted team remains firmly in place. Longstanding Managing Director Ray Hildred continues with the business, ensuring continuity and a seamless service for existing customers and suppliers.  
  
Adding to the significance of this partnership is a unique personal connection — Ray Hildred was John Richards’ first customer when he sold his very first battery 30 years ago. This relationship, built on trust and mutual respect, has now come full circle as they lead the business into an exciting new chapter together.  
  
“I want to personally thank all our customers and suppliers for your loyalty over the years. I’m extremely proud of what we’ve achieved and look forward to continuing our valued relationships as part of Equip Global Supplies Ltd. This move strengthens our offering, and I’m excited about the opportunities it brings for our customers and staff alike.”  
— Ray Hildred  
  
“It’s a real privilege to formally welcome Ray and his team into the Platinum Elite Holdings family. The rebrand to Equip Global Supplies Ltd reflects our ambition for international growth, while our new battery division, EGS, allows us to deliver outstanding battery solutions globally — built on decades of shared experience. The fact that Ray was my very first battery customer makes this an especially proud and meaningful moment for both of us.”  
— John Richards

## Operational Enhancements

Equip Global Supplies Ltd is investing in a state-of-the-art computer system to improve operational efficiency, streamline order processing, and further enhance customer service levels across all product divisions.  
All existing products and services will remain available, with exciting new additions to follow as the company expands its portfolio in the months ahead.

## Contact Information & Action for Customers and Suppliers

As part of the transition, customers and suppliers are kindly asked to update their systems with the new company details:  
  
Equip Global Supplies Ltd  
Unit 3, Gallamore Lane Industrial Estate  
Gallamore Lane  
Market Rasen  
Lincolnshire  
United Kingdom  
LN8 3HA  
  
Tel: +44 01673 844814  
Email: info@equipglobalsupplies.com

## New Dedicated Email Contacts

Accounts: accounts@equipglobalsupplies.com  
Battery Support: batterysupport@equipglobalsupplies.com  
Collections: collections@equipglobalsupplies.com  
Customer Service: customerservice@equipglobalsupplies.com  
Design: design@equipglobalsupplies.com  
General Enquiries: info@equipglobalsupplies.com  
Orders: orders@equipglobalsupplies.com  
Managing Director: johnrichards@equipglobalsupplies.com  
Workshop: workshop@equipglobalsupplies.com

## Media & Business Enquiries

For further information, please contact:  
  
Taylor Gibson  
Manager of Special Projects & Group Support  
Tel: +44 01673 844814  
Email: taylorgibson@equipglobalsupplies.com

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