



**NOEL PAMMENT** Managing director of EPE International

## On the board

### How did you get to where you are today?

It is a long story with many twists and turns but I've always followed the words my father told me when I was young: "If the job needs doing, however small, then do it to the best of your ability."

I starting working for a large international company at a depot in Huddersfield, driving a delivery van. I quickly progressed through the ranks to depot manager. I got noticed by the owners and was given the opportunity, at 29, to be MD of a national distribution business, which I duly took.

### Tell us a bit about EPE International.

I set up EPE with friend and business partner Harry Singh in 2003. We both had a vision to be the UK's leading distributor of premium small domestic appliances and cookware. We're proud to offer the widest choice – and only premium brands – under one distribution in the UK. Over the past few years, we've worked with a number of key brands in the UK to

develop exclusive lines for the independent channel, which sees us at the forefront of the SDA and cookware market.

### What's your working week like?

Hectic! But a normal week will see me managing my field sales team; meeting with suppliers to plan promotional activity, offers etc; and – the bit that I really love – seeing the customers and being at the sharp end. This usually means travelling up and down the country and early starts. But it's always worth it.

### What's the most rewarding part of your job?

To see how an idea on my kitchen table has made EPE a market leader and a recognised brand in the housewares industry, coupled with spending time with people who are passionate about the housewares industry. This is the best sector to work in as it has some great individuals who really care.

### What's the most challenging part of your job?

Definitely keeping abreast of fluctuating trends in the market and trying to see the future (a crystal ball would be handy at times!).

### What's the one thing you couldn't do your job without?

People – most of all, my business partner, Harry. I have to say, we make a great team. And the great team at EPE, who are passionate, skilled and experienced staff.

### What are your plans for the next 12 months?

To see continued and sustained growth by focusing on existing brand relationships and new product development; and to continue to increase product and brand awareness in the housewares industry for EPE and premium brands.

### What do you do to relax?

Time is always a premium, even at home, and all my free time is spent with my wife, son Noel Junior (NJ) and daughter Ella. My daughter Ella inspired the name of our company, keeping family values close to the heart of EPE or Ella Pamment Enterprises.

### Name one change you would make to the housewares industry.

Change the route to market that certain brands take, which destabilises the pricing of products in the market sector.

### What advice would you give to someone starting out in the housewares industry?

You have to be very brave! This is a very fickle market sector and what is here today can be gone tomorrow – including all your savings.

### What's keeping you busy at the moment?

Planning for the quarter up to Christmas and increasing EPE's exposure by exhibiting in a number of events.

## Letters

### Winning windows

We here at T&G Woodware have just run a competition with our independent retailer customers.

We asked them to send us pictures of any window or in-store displays that they had planned for the recent royal wedding festivities – adding that, of course, what would be the icing on the cake would be to see some great images of T&G Woodware's Street Party products.

After much deliberation we're proud to announce that the winner is The David Shuttle Cookshop in Beaconsfield. In fact we had some fantastic entries and it was very hard to choose so we decided to have a runner up prize. This is awarded to Vintage & White in Baschurch. We're sure you agree that both displays look fantastic!

A bottle of champagne has been sent to The



**Winner: The David Shuttle Cookshop**

David Shuttle Cookshop and T&G area sales manager Jake Watson, and a box of chocolates to Vintage & White and T&G area sales manager Wendy Rust.



**Runner-up: Vintage & White**

**Jenny Handley**  
Head of marketing  
T&G Woodware  
Bristol