



CASE

Rhino Surfaces have been using Baron's forced action mixer for 15 years

To British Rhino Surfaces, Baron has been a consistent partner through the last 15 years. After thorough research, Rhino learned that Baron's forced action mixers are amongst the most recommended in the business, and since, the partnership has provided great results.

Rhino Surfaces is a British company based in Northamptonshire and has specialised in [resin-bound](#) installations of, for example, driveways. They have over 15 years of experience in the business and is known to be a company with high expertise within their field.

When resin needs to be installed, Rhino Surfaces only use the best products and machines, and that is where the use of Baron's forced action mixer has had a great impact.

Rhino is quality and reliability

In an industry with great competitiveness, it has been important for Rhino Surfaces to be known for the quality of their work. There has to be delivered a solution of the best quality every time, so customers will recommend and will return to Rhino the next time they will need their services.

"Rhino stands out in the resin-bound industry for several reasons, not least of all that we hold our customer's experience above all else. In addition, our high standards in our craftsmanship and professionalism are something that has been recognised by the Governments Trading Standards 'Buy with confidence' scheme," says David Shoemith, owner of Rhino Surfaces.

At Rhino they know that the only way to keep their competitive advantage is to understand the need of the customer, communicate, and generally be available from the first enquiry until the installation.

"The experience and knowledge that Rhino has gained over the last 15 years mean we only use the best methods, materials, and tools for our installations. Only in this way, our customers can trust that they get high quality with Rhino every time," says David Shoemith.

Robust operational reliability

As written, the collaboration between Rhino Surfaces and Baron goes back some 15 years, and in all that time, Rhino has sworn by Baron's forced action mixers when mixing resin with high-quality stone and gravel.



"In fact, our two original machines are still operating efficiently today"

David Shoesmith
CEO and Owner

"Not only is Baron a pleasure to work alongside. Their communication and efficiency make our partnership run very smoothly. However, the main reason is simply the robust reliability of the forced action mixers. In the 15 years we have used Baron's products, we have never had an on-site breakdown. In fact, our two original machines are still operating efficiently today," says David Shoesmith.

Baron's forced action mixer is important to Rhino's results

When Rhino Surfaces needs to install resin-bound driveways and the like, there is no doubt that the right machines are needed to ensure a high-quality result every time. That's why Baron's forced action mixers are also an important part of the process for Rhino Surfaces.

"Every resin-bound installation has been completed using a Baron mixer. We believe these machines are the most efficient and reliable forced action mixers available. They are, therefore, an integral part of our installation process. Perhaps the most impressive aspect of the Baron forced action mixer is its ability to mix consistently and reliably all day," says David Shoesmith.



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Also at Baron, we are excited about the partnership with Rhino Surfaces. Here, the close partnership has provided Baron new learnings about the industry, says Account Manager in the UK, Joe Winters.

“Rhino is consistently pushing to improve the quality of resin-bound installations across the UK with many years of hands-on experience and highly respected training facilities. It is a pleasure to work with the Rhino team,” says Joe Winters.

Baron will continue to play a critical part in Rhino’s next stage of company growth. Having recently been approved by the British Franchise Association, Rhino is planning to franchise their brand throughout the UK and Europe.

“In order to protect the value of the Rhino brand and its association with quality and reliability as we move into franchising, it is critical that only the best, most reliable forced action mixers are used by new franchisees. As such, Barons tried and tested Forced Action mixers are the only equipment that Rhino are confident to offer throughout the franchise network,” says David Shoesmith.

Planet Rhino focuses on sustainability

Climate changes are one of the biggest issues facing society these days, and the construction industry is no exception. Rhino Surfaces recognises this, so they have taken on new initiatives. One of these is Plant Rhino. Planet Rhino covers a wide range of sustainable initiatives at Rhino Surfaces.



BARON – NO COMPROMISE

At Baron, No compromise is our slogan and the way we think about our business. This means that we do not compromise on either the quality of our products or the experience for the professional craftsman when using our products.

“It is no secret, that the construction industry isn’t the most climate-friendly, and this is where Planet Rhino steps in. As a company in the construction industry, we will do our part by thinking in more sustainable choices and see how it affects the environment,” says David Shoesmith and continues:

“Specifically, the resin used in the construction of our surfaces originates from the Ricinus Communis plant (Castor Plant), which is a plant with an estimated carbon dioxide absorption of 34.6 tonnes per hectare. In addition, Rhino uses a high proportion of recycled materials in the construction of our permeable bases. In fact, we use the shredded rubber from over 200 recycled vehicle tyres in an average Rhino driveway at 40 square meters. These are just some of the ways we are doing our part to be more sustainable. As a company, we are always looking at ways we can make better choices.”

Baron and Rhino’s industry goes hand in hand

There is no doubt that the UK resin-bound industry is a great fit for Baron’s forced action mixers.

“Baron has been a major supplier to the resin-bound industry in the UK for many years. We believe that there are multiple reasons for this. One of them is that our forced action mixers are tailor-made to mix resin and aggregates. With the quality of our forced action mixers and our stock-keeping in the UK, it provides great opportunities for a great partnership,” says the CEO at Baron, Carsten Filsø, and continues:

“Our partnership with Rhino Surfaces goes back many years, and one of the reasons for this is that we look at each other as partners, and at Rhino, we can always keep us updated on what is going on in the business.”

At Baron, we believe that the industry will also grow in the rest of Europe, and here, we believe that our knowledge obtained in the UK through great partnerships, with, for example, Rhino Surfaces, can benefit other customers in Europe.

Are you also interested in buying Baron’s products for your company? Take a look at our [webshop](#) to see more. Are you looking for a new resin-bound driveway or similar from Rhino Surfaces? Take a look at their website right [here](#).



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