Small businesses can’t name a British PC Manufacturer

*But 41% would be happy to buy British!*

**Portsmouth, 18 August 2013** - A recent survey commissioned by PC manufacturer Novatech of UK SME businesses looking at attitudes towards PC purchasing and upgrading reveals a growing appetite to purchase ‘made-in-Britain’ PC’s.

The survey also highlights the top drivers for SME’s to purchase a new PC or upgrades an existing PC are:

1. User complaints about the PC being too slow (28%)
2. Scheduled replacement after fixed period of time (22%)
3. A new employee starts (21%)
4. When funds become available (13%)
5. Upgrade to new version of Windows (9%)

Novatech Founder and Managing Director, David Furby, said

“There’s very little technical difference between a global brand’s PC and a British-built PC – we all use the same high quality components - so if you took them apart from they’d look almost identical inside.

“The two vital differences between British built PC and a global brand’s are distance and fingerprints.  The shorter the distance between customer and manufacturer the better it is for great customer service.   I don’t like to say that it’s ‘joined-up’ but with technology built here that’s exactly what it is.  The teams that sell, build and support our PCs all know each other and work in the same building, and that means we can not only build exactly the right systems for our customers, but also that we can support them better than anyone else.   Where the components are made is then relatively unimportant.  What’s important is that every one of them has our fingerprints on them.”

“Britain has been at the forefront of computing for over sixty years, from Alan Turing and Sir Clive Sinclair to Bill Moggridge and Jony Ives so it’s a shame that British businesses aren’t seeking out the great technology we’re building.   It’s not really about being patriotic, it’s about getting the best service, but British craftsmanship is still respected world-wide and I believe that UK companies are missing a trick by not buying British-built IT.”

ENDS

Notes to editors:

The survey focused on firms of Accountants, Architects, Solicitors, Media and Publishers as these businesses are typically the largest consumer of laptops, PC’s and tablets.

About Novatech:

For over twenty years Novatech has been manufacturing its own brand of award winning hardware in its factory in Portsmouth and providing business across the UK with high quality IT, unrivalled technical expertise, care support.

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