



FLOWFIT
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FLOWFIT[®]

MANUFACTURERS AND SUPPLIERS OF
HYDRAULIC COMPONENTS & SYSTEMS



FLOWFIT®

ZZ006497

290/17



Everything Hydraulic since 1996

Flowfit combines a greater range of capabilities than any other hydraulics company and brings new levels of innovation and responsiveness to the marketplace.

Since Flowfit launched in 1996, the company has built its success by becoming one of the industry's powerhouse hydraulic suppliers of fluid power products and bespoke hydraulic power unit solutions used in multiple industries across the globe. Flowfit have recently increased its manufacturing warehouse facility to ensure supplies meet global demand in the rapidly growing industry of hydraulics. Following a recent 2022 huge warehouse expansion our total warehouse facilities have now reached 47,000 square foot over a current 2 acre site that currently operates in Ludlow, England. Flowfit and its associated companies are now in 2025 employing 45 people. Flowfit prides itself on having one of the largest European stocks of hydraulic products and hydraulic powerunits ready for immediate despatch. Flowfit combine their trained National Fluid Power Centre staff with many of the hydraulic industry's leading brands from across the world.

Flowfit's ethos is to provide 'everything hydraulic' for their vast customer base. From parts and systems to bespoke designs, the dedicated and knowledgeable team at Flowfit can meet any hydraulic demand. There is a solution to every hydraulic problem, and Flowfit has the answer. Whether it be hydraulic cylinders, hand pumps, motors/pumps, directional/circuit valves or complete bespoke hydraulic systems, Flowfit is an industry leader in the provision of effective, reliable and top quality hydraulic components.

Innovative, Customer Focused, Forward Thinking

Highly skilled, innovative and customer focused, Flowfit's dynamic team can respond to any customer need with speed and technical knowledge.

Flowfit is a family business, which has gone a long way to building up trust and customer relationships locally, nationally and internationally. It is significant that all members of staff consider themselves to be vital members of the Flowfit family. This strong team spirit means that there is a dedicated, respectful and totally conscientious work ethic throughout the company. The result is the dynamic growth of Flowfit - one of the leading hydraulics companies in the industry.



Striding forward in Flowfit...



Simon Parsonage
MANAGING DIRECTOR

"The business has grown today by having great, experienced staff and working with the right partners from around the world. We have continued to expand our capabilities and market share by investing heavily in the right products, and the right routes to market."



Mike Parsonage
SALES DIRECTOR

"Flowfit is a totally different style of company to its competition. We stand above the crowd because of our stock holding, customer service and technical know-how. The technical expertise in the business allows for support for sales, impeccable customer service and the ability to design and system build."



Darron Tolley
GENERAL MANAGER

"No matter which department you are in, communication and delivery on the promise to the customer is the most important part of the business. Our ethos is to look after the customer first and our vast stock range and technical support ensures our response to customer needs is second to none."



Jess James
SALES OFFICE MANAGER

"I am driven and proud to be working for Flowfit and am motivated by making money for the business and seeing it grow and expand. This is a true family business and the incredible Flowfit team work hard and are motivated to be the best for Flowfit and its customers."



Wayne Angell
TECHNICAL MANAGER

"The strength of the business is the team that works within it and the passion everyone has for the business. It also lies in the fact we treat every customer with the same level of respect and care. Our job is to find the best and most cost effective solution for our customers."



Jake Parsonage
BUSINESS DEVELOPMENT MANAGER

"Flowfit is one of the industry leaders. We are well known and well respected. The strength and depth of the team is key to Flowfit's success. We build customer relationships on which a much greater value is placed than in other businesses."



Adam Littleton
ASSISTANT TECHNICAL MANAGER

"The technical backup and support is key to what we offer here at Flowfit. We always have options and multiple routes for the customers to ensure that they get the very best product for the very best price. Customers get a much more personal and in-depth service at Flowfit."



Harry Parsonage
ASSISTANT GENERAL MANAGER

"At Flowfit, we believe in empowering our team to innovate, grow, and make a difference. Working here means being part of a dynamic environment where collaboration and excellence drive everything we do. Together, we deliver quality solutions and shape the future of the hydraulic industry"



Andy Morris
SPECIAL PROJECTS MANAGER

"Flowfit's customers benefit from our wealth of experience and technical knowledge within the company, providing expert one on one attention ensuring success in their project requirements, large or small. This backed by our large stock holdings and excellent customer service makes for a potent combination."



Will Wood
OPERATIONS MANAGER

"Flowfit's USP is the speed and quality of service, the quality of the products we both source and sell, our outstanding customer service, the vast stock holding and impressive processes. It is a pleasure to work in a business with such drive and ambition."

Engineering. Manufacturing. Distribution.

Since Flowfit launched in 1996, M.D. Simon Parsonage has driven the business growth from a small office in Cinderford to the vast 47,000 square foot warehousing and manufacturing facility covering a 2 acre site that currently operates in Ludlow, England. Plans are underway for the start of 2025 to create a fully focused hose assembly production area to ensure Flowfit are able to handle all of our customers hose requirements, no matter the size the future looks very bright for Flowfit.

1996

Simon Parsonage and Tony Cole launch Flowfit from Rock House, a former Miners Home in Cinderford, Gloucestershire.



1997

Flowfit moves operations to a 400 square foot unit on Lingen Road on the Ludlow Business Park with small warehouse and office space.

4 staff are working in Flowfit and by the end of the year two additional units acquired next door to cope with expansion.



1999

Flowfit now at breaking point purchase their first plot of land with plans to build a 7000 square foot factory.

8 people now employed.



2001

Flowfit move into their new purpose built 7000 square foot premises in February 2001

12 people now employed.



2010

Flowfit expand yet again with an extra 3000 square foot extension. This includes a brand new Flowfit shop to showcase all its products and allows Flowfit staff to sell direct to the customer and discuss their hydraulic needs in person. Additional technical sales offices and board room are added.

20 people now employed.





Embracing growth, delivering more.

2015

Flowfit purchase the Shropshire Council owned site on Coder Road within the Ludlow Business Park which adds a further 18,500 square foot space and includes vast engineering and manufacturing facilities and an expansive warehouse to ensure their depth and range of stock holding can continue to expand further.

23 people now employed.



2019

Now employing 30 people further Flowfit expansion of warehouse and manufacturing facilities planned to incorporate more room for brand new testing facilities, a new assembly line for dc and ac hydraulic power units and to house new hydraulic hose making facilities on the large Coder Road site.



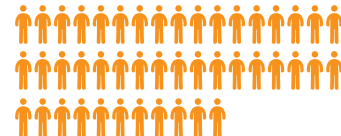
2022

Flowfit expanded their facility to over 47,000 square feet by adding an L-shaped extension to their warehouse. The ambitious project was completed without disrupting business operations, increasing pallet racking space 16-fold and adding a 3-story picking tower. This upgrade streamlined stock management, enabling even faster order fulfilment for customers.



2023

Flowfit upgraded to a state of-the-art engineering facility, relocating to a larger space within the original warehouse. This move required extensive planning and transformed the area into a production line capable of handling small orders and OEM needs. With bespoke benches, lighting, flooring, and equipment, Flowfit now boasts one of the most professional engineering areas in the industry.



2024

Flowfit is developing a specialized hose production assembly area opening in January 2025 in response to rapid growth in hose sales and assemblies over the past 6-8 years. To support this expansion, the company has invested in additional benches, hose racks, crimpers, cutting machines, tools, and coilers. This dedicated area aims to improve efficiency and ensure timely hose delivery for all customers, regardless of order size.

Dedicated. **Quality Assured.** Customer Focused.

Flowfit has built its success by becoming a one stop supplier for hydraulic components and systems.

Flowfit's mission is to offer a complete and innovative hydraulics solution to meet all customer needs. This mission permeates every corner of the organisation, with staff dedicated to the growth and expansion of the business, using its increasing capabilities to inspire and implement innovative solutions.

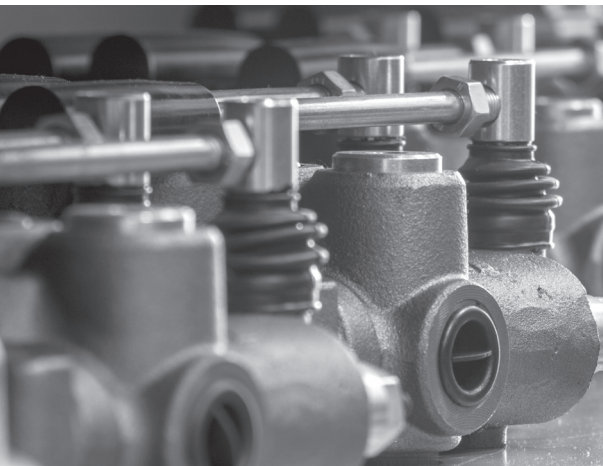
What makes Flowfit's particular offering unique in the industry?

CUSTOMER SERVICE

Flowfit's customers are the lifeblood of the business and the entire structure of, and processes within, the business is designed to ensure they receive the very best customer service. This focus on the customer experience is at the heart of Flowfit's success, regarded now as the best in the hydraulics industry.

STOCKHOLDING

Key to Flowfit's customer service drive and growth trajectory is the vast stockholding in the business, which enables staff to respond swiftly to any and all customer needs. Not only can Flowfit fulfil all product demands but it can ensure that should a purchase occur before 4.30pm then the customer will receive their order by the next day. In many instances Flowfit are able to offer same day delivery to their customers as well – a service that places them as leaders in the hydraulics industry.



“

We work hard every day to make Flowfit the world's most respected hydraulics company. Flowfit's drive is people. We offer great technical support, offer huge stock facilities for our customers and are continuously developing our product range and capabilities. All of this is aimed at maintaining our position as the best in the industry for customer service. Driving this is a staff who are encouraged to innovate and be the very best they can be.

Simon Parsonage.

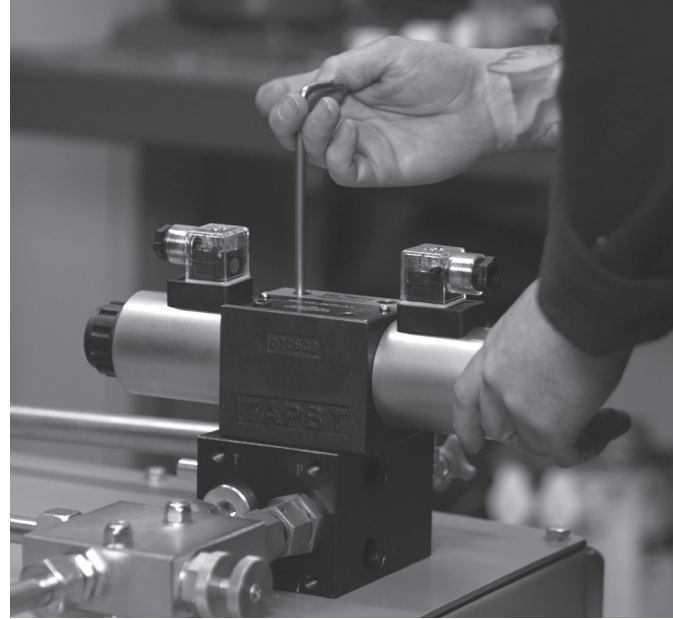
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TECHNICAL KNOWLEDGE

Flowfit is able to offer all customers dynamic, expert technical support, whether related to a purchase or not. The strength and depth of Flowfit's technical expertise ensures customers have full wrap around care and innovative and cost-effective solutions are always achievable.

FLEXIBLE MANUFACTURING SOLUTIONS

Flowfit's technical engineers can deliver bespoke, packaged and cost-effective solutions. This is the true growth area of the business and Flowfit's capabilities mean that their staff can design, draw and build any hydraulic part or system to suit any customer requirement.



Masters in Distribution

Since its beginnings in 1996, Flowfit has grown to become a market leader in the distribution of hydraulic parts and systems, with trading partners across the globe.

- Flowfit's strength lies in its vast stockholding and the highly skilled and knowledgeable staff's ability to respond quickly to any hydraulic demand, no matter how big or small.
- The total one-stop supplier for hydraulic components and systems.
- Great pride is taken within the company on being able to source or build whatever hydraulic part or system is required by the customer, ensuring that it is delivered quickly and at the most competitive price available.



FLOWFIT'S DISTRIBUTION MATRIX



SHOP



ONLINE



CATALOGUE



IN-HOUSE
SALES TEAM



KEY ACCOUNTS
SALES TEAM



Flowfit currently sells 35,218 products to happy customers and distributes all over the world – this figure expands all the time.

Two decorative squares, one orange and one grey, are positioned to the left of the main title.

Integrated Solutions and Custom Manufacturing

Flowfit offers both standard and innovative custom built hydraulic solutions. The flexible manufacturing solutions offered by the company mean that they can deliver bespoke packaged, cost effective solutions for their customers.

Flowfit's in-house technical expertise is second to none. Their dedicated team of technical engineers can respond to wide ranging engineering and manufacturing needs:

Bespoke Hydraulic Power Packs

"At Flowfit we manufacture bespoke hydraulic power packs for mobile and industrial applications around the world. Each hydraulic power unit is designed and manufactured in-house using the latest technology. Flowfit prides itself on its innovation in manufacture and design of bespoke power packs", whether it be electric motor driven, petrol or diesel engine driven."

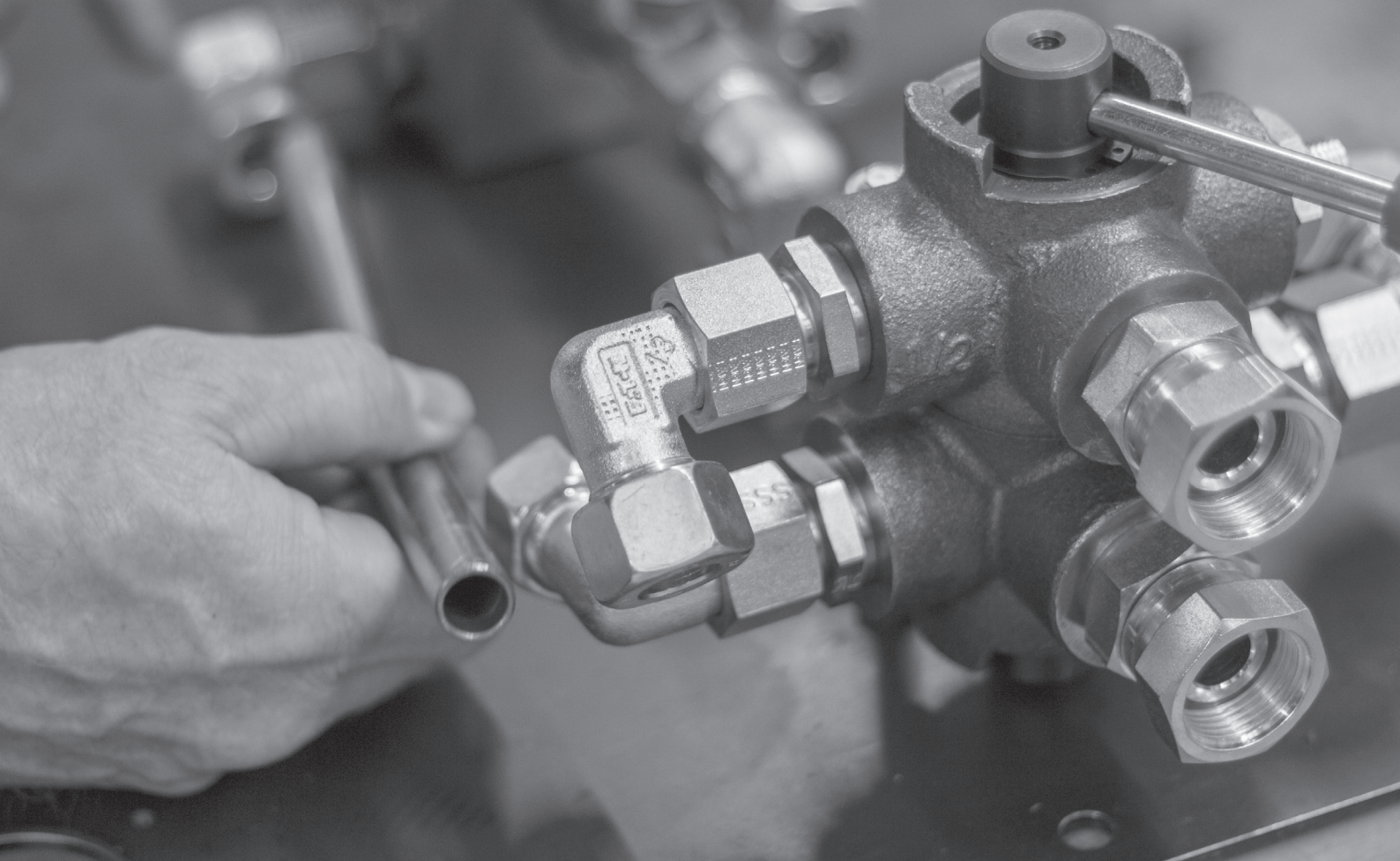
Barry Rogers, Engineering Manager

Hydraulic Tanks

Flowfit can manufacture bespoke tanks to suit any customer need. With a vast amount of stock held in house, the engineering team can build welded or pressed steel tanks with a wide variation of lids to suit. Aluminium and stainless steel tanks are also kept in stock.

Hydraulic Hand Pumps

Flowfit's precision manufactured hydraulic hand pumps and hand-pump tanks have been designed to complement our power pack range, offering versatile hydraulic solutions for customers.



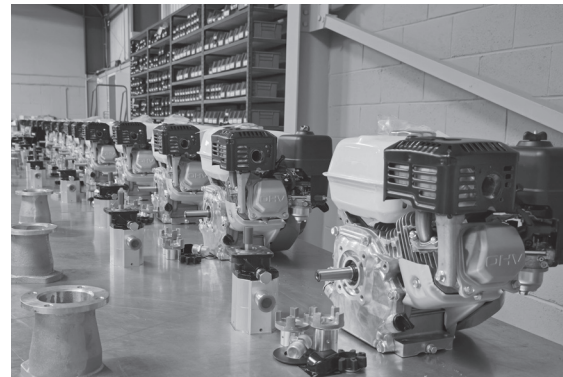
▶ ENQUIRY

▶ DESIGN

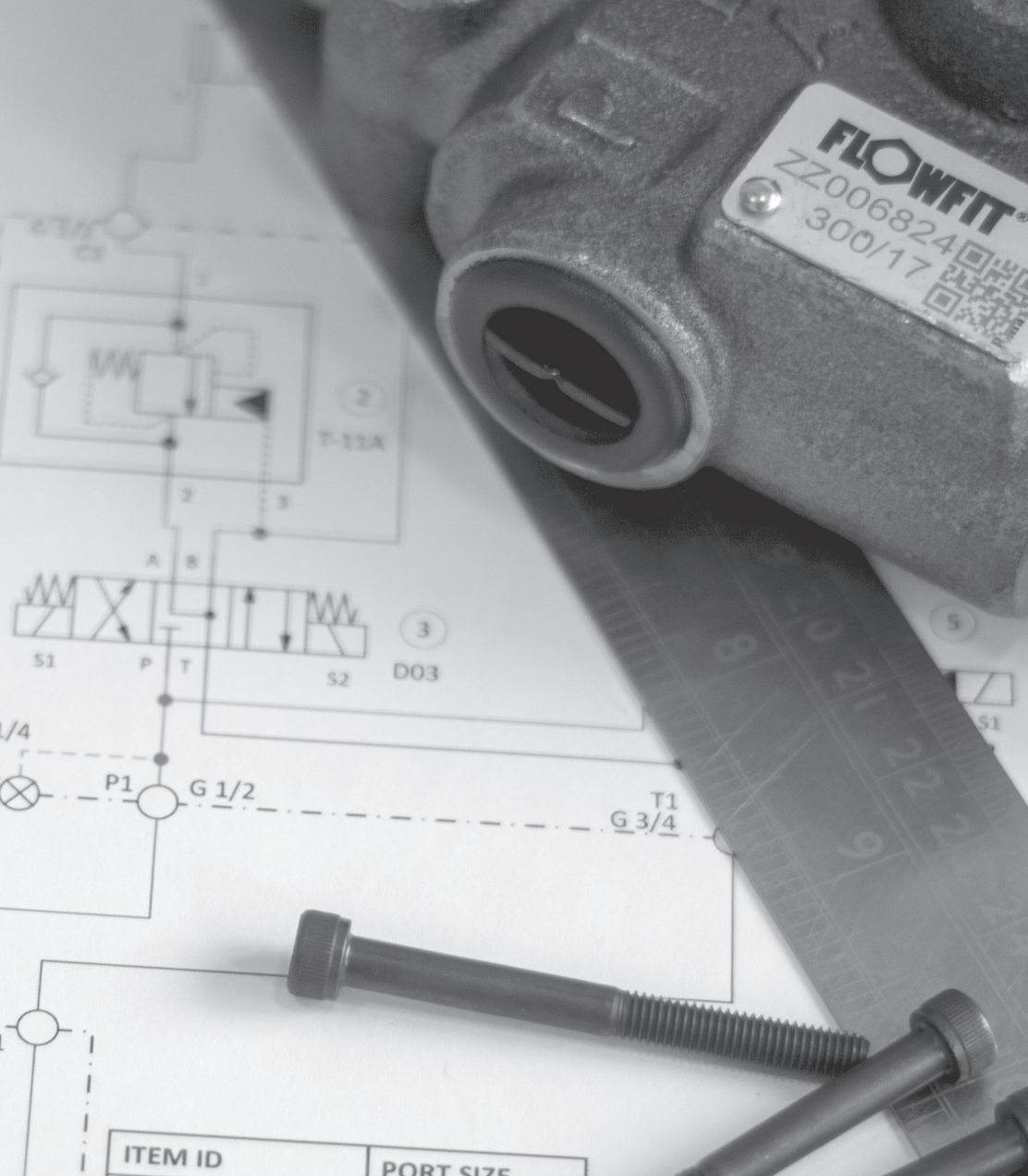
▶ PRICE

▶ PROTOTYPE

▶ MANUFACTURE



FLOWFIT
 ZZ006824
 300/17
 Max. 150bar



MAX. OF HYDR

ITEM ID	QTY	DE
100-1	1	Ele
100-2	1	M
100-3	1	Co
100-4	1	Pu
100-5	1	Su
100-6	1	R
100-7	1	F
100-1	1	M
	1	F
	1	C

ITEM ID	PORT SIZE
P1, P1.1, T1.1, T2, T2.1	G 3/4



FLOWFIT[®]



Barry Rogers
ENGINEERING MANAGER

"We take pride and responsibility in the training of the staff who work for us to ensure that we are the best that we can be. We have expanded the manufacturing and engineering side of the business so that we now build bespoke power packs, hand pumps (different variations), bespoke valves, hoses, different types of tanks welded or pressed with variations of lids depending on the customer's needs."

Hydraulic Valves

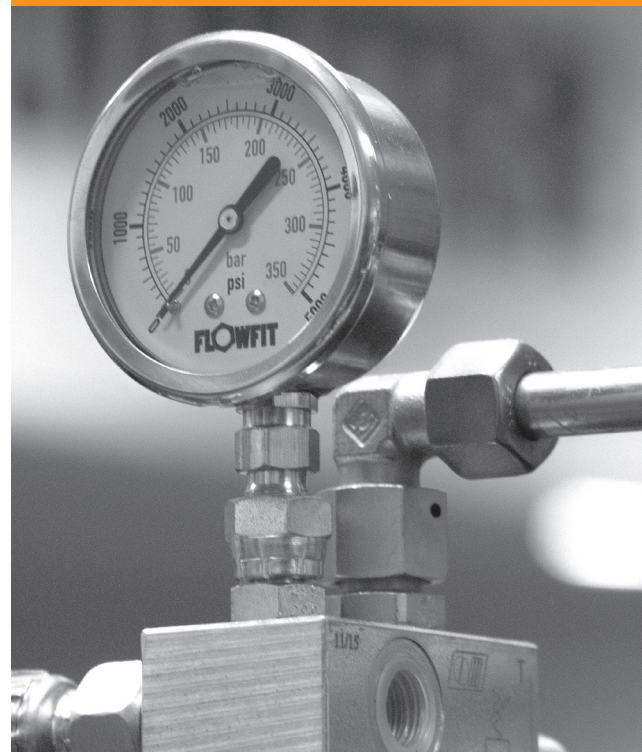
Flowfit offers hydraulic valves that enable and improve industrial and mobile machinery performance. Flowfit can create bespoke hydraulic valves, whether they be electro, proportional, solenoid operated, lever operated or even cartridge valves. Flowfit's technical capabilities ensure that each bespoke valve comes with trouble-free installation.

Hydraulic Hose Builds

Flowfit's engineering team offer the service of making hydraulic hoses to suit industrial and agricultural machinery. All Flowfit's staff involved in assembling hoses have completed the BFFPA hose assembly training programme.

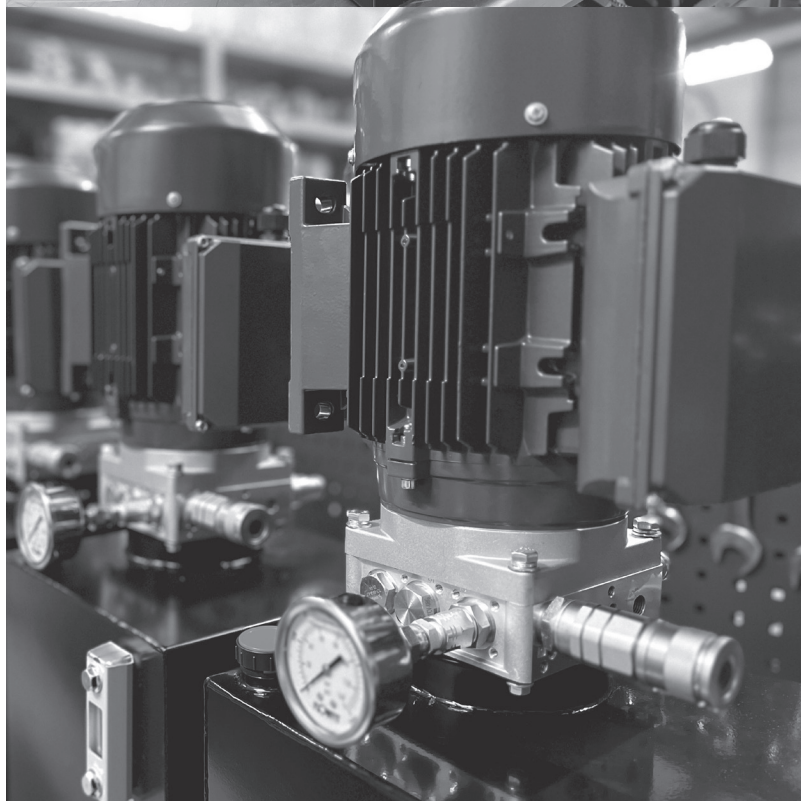
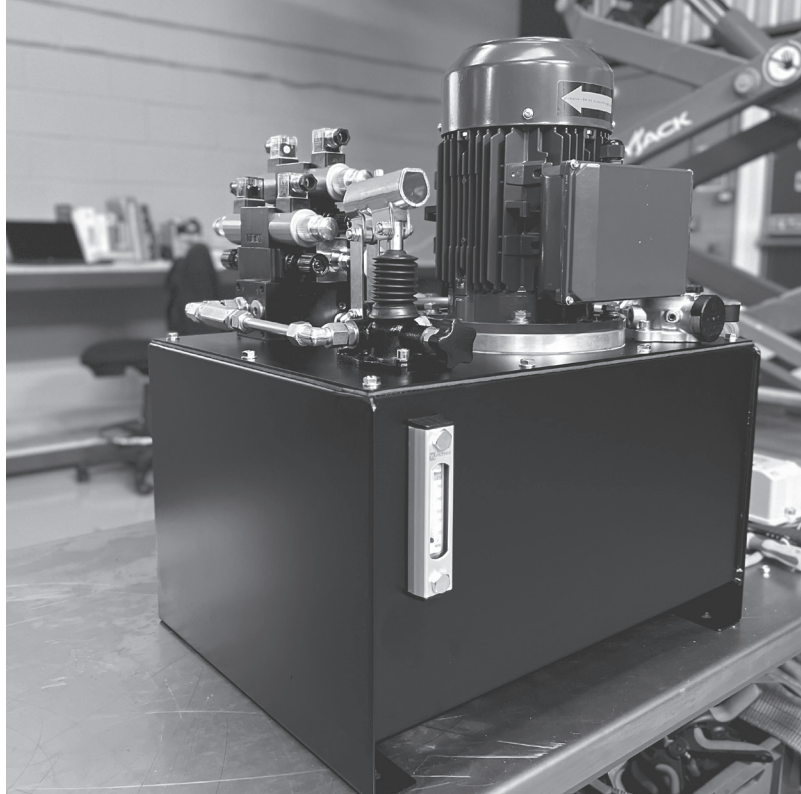
"At Flowfit we clean contamination from hydraulic lines by shooting a projectile through the hose assembly with a pneumatic launcher, this removes rubber dust and metal particles from the inside of the hose. After crimping of end fittings, a seal capsule is applied to keep out airborne contaminants from entering the hose while protecting the threads."

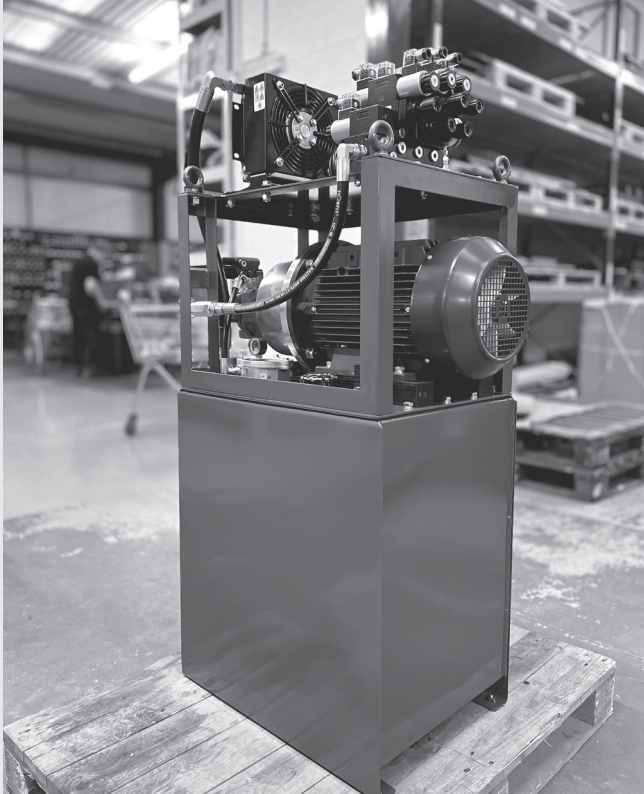
Barry Rogers, Engineering Manager



Innovations and Solutions

Flowfit specializes in bespoke hydraulic solutions. We pride ourselves on solving problems for our customers and creating unique systems and parts.

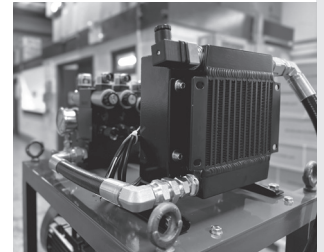
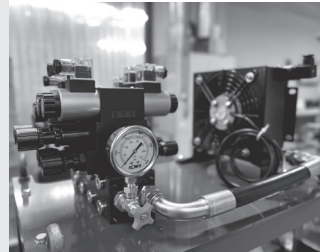




CASE STUDY 1

7.5KW Hydraulic Power Pack

A custom-designed 150L oil reservoir with lifting eyes for easy handling and installation, tailored to fit within a compact, predefined space. The system is powered by a 14L/min, 300Bar piston pump, driving a multi-function CETOP manifold, and features an integrated oil cooler for efficient operation.



CASE STUDY 2

1.5KW Hydraulic Unloader Circuit

A 1.5KW Hi-Lo hydraulic unloader circuit with a 75-litre tank, designed for efficient and reliable operation. The system features a main relief valve, a low-flow circuit set to 97 bar, and a high-flow circuit set to 50 bar. Integrated pressure reducers allow individual actuators to function at different pressures for optimal performance.



Areas of Expertise

Flowfit's mission is to offer a complete and innovative hydraulics solution to meet all customer needs.



Our areas of expertise:

- No 1 Fluid Power Distribution
- Hydraulic Cylinders
- Hydraulic Cartridge Valves
- Hydraulic Power Units
- Hydraulic Pumps
- Hydraulic Motors
- Directional Control Valves
- Hydraulic Hoses
- Hydraulic Filtration
- High Pressure Hydraulics
- Bell Housing and Coupling
- Clutches and Gearboxes
- Hydraulic Cetop Valves
- Hydraulic QRCs and Adaptors
- Log Splitter Kits
- Mintor Accessories
- Tube Accessories
- Hydraulic Pressure Gauges
- Industrial Cleaning Products
- Manifolds
- Petrol Engine Driven Powerunits
- Diesel Engine Driven Powerunits
- Hydraulic Tanks
- Hydraulic Tubing
- Vehicle PTO and Pump Kits



Design and Manufacture of:

- Bespoke Hydraulic Systems
- Bespoke Power Packs
- Bespoke Engine Driven Power Units
- Bespoke Valves
- Hose Builds
- Welded and Pressed Tanks
- Hand Pumps

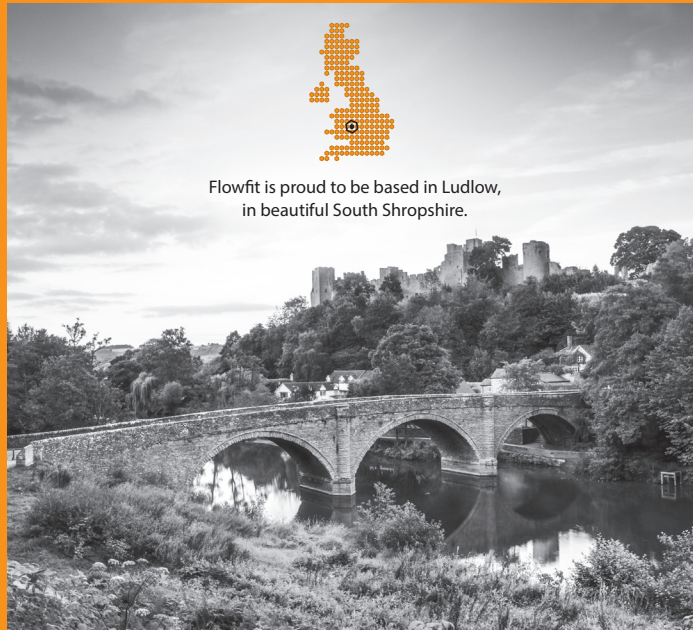
Flowfit prides itself on not only being able source or build whatever hydraulic part or system required by the customer, but also on being able to deliver the best product, at the best price in the quickest time possible.

Our partner brands:





Flowfit is proud to be based in Ludlow,
in beautiful South Shropshire.



FLOWFIT®



ISO 9001
QUALITY MANAGEMENT

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