



7<sup>th</sup> November 2024

### **First Business Water rebrands to Pozitive Water**

- *Rebrand follows PE's 2023 acquisition of First Business Water*
- *Pozitive Water is PE's water and wastewater supplier to the nation's businesses*
- *PE is already helping hundreds of thousands of UK businesses to manage their energy, telecoms, payments, EV charging and even carbon offsetting from one easy to use portal*

First Business Water has rebranded as [Pozitive Water Limited](#), following its 2023 acquisition by [PE](#) - the largest independent B2B energy supplier in the UK. Pozitive Water is PE's water and wastewater supplier to the nation's businesses.

Now that the water retailer's team and services have been integrated into PE, Pozitive Water's new brand identity and offering is being unveiled. It reflects the evolution of its market proposition to best meet the needs of the UK's 5.5million SMEs, and its affiliation with sustainable utility provider and Canary Wharf-headquartered [PE](#).

Pozitive Water will retain the same values of quality and reliability that have come to define the business and its people, whilst offering even more benefits to customers. As a single-source-supplier of [utilities](#), they'll also now be able to access [electric vehicle charging](#), [telecoms](#), [financial services](#), and achieve greater business sustainability through PE's [smart tech solutions](#).

And PE's existing 80,000-strong customer base, operating across 120,000 sites, can now source their retail water and wastewater services from Pozitive Water.

Pritesh Patel, CEO of Pozitive Water, says that now is a perfect time for the water retail business to reaffirm its position in the market and its commitment to its customers – existing and new: “First Business Water was founded in 2017, the same year that the non-household open water market was launched. We’ve been operating very successfully ever since, providing 5,000+ customers across 12,000+ supply points with quality water and wastewater solutions,” he said.

“Our customers will continue to enjoy many benefits of saving time and money, transparent pricing, simple billing and consolidation over multiple sites, as well as guidance on saving water and lowering bills. But they’ll now be able to manage their water, as well as a much wider suite of products and services, and even [carbon offsetting](#). This is all now possible from one easy to use [online management platform](#) - designed to optimise their utility experience, whilst driving their profitability and sustainability.

“Aside from our name change, it’s business as usual — but even better. Our core team remains the same, and we’re as dedicated as ever to saving our customers time and money, enabling them to focus on running and growing their business.

“We’re incredibly grateful to our valued customers for their continued trust and partnership. Our corporate evolution aligns with our mission to deliver quality service and innovative solutions, helping them to manage their utilities even more efficiently, so they can concentrate on what matters most: their commercial success.

“We’re very much looking forward to what will be an exciting and innovative next stage of our journey, and our enhanced customer offering, as Pozitive Water.”

Steve Daniels, PE Chief Sales Officer and Co-Founder, said: “In today’s fast-paced business world, UK SMEs face numerous challenges in the quest for growth and success. Since our acquisition of First Business Water, PE has made – and will continue to make - significant strategic investment to further enhance our already first-class multiutilities and business services offering.

“Now that Pozitive Water is fully integrated within PE, we’re in a stronger position than ever to support our SMEs - the bedrock of the nation’s economy. We’re delighted to welcome the talented team at First Business Water into the fold and look forward to our continued evolution to become the UK’s largest independent utility supplier.”

The rebrand is underpinned by a new identity, [website](#) and collateral - reflecting the innovation, expertise, and passion that the team has always been known for.

For further information visit <https://pozitivewater.com>

- ENDS -

For further media information, please contact [karen@toastpr.co.uk](mailto:karen@toastpr.co.uk) or [media@pe.solutions](mailto:media@pe.solutions) or call 07501 109296.

### **Note to editors**

With operations across three continents, [PE](#) provides UK SMEs with telecoms, financial services, electric vehicles charging, renewables, telecoms, smart tech and now water, from one single source. With a unique business model, it helps hundreds of thousands of UK businesses manage all of these products, and even carbon offsetting, from one single login - whilst driving profitability and sustainability. PE's sophisticated, in-house monitoring software and cutting-edge online portal means that it can offer bespoke, low-cost tariffs based exclusively on customers' individual needs; whilst providing complete transparency and real-time data to enable businesses to make informed decisions about their entire utility portfolio requirements.

Comprehensive, competitive, clever, and clean, PE offers time, cost and planet saving all in one place. A holistic solution to help businesses save time, reduce costs, increase profits, and become more environmentally sustainable. It also helps provide clean energy and carbon offsetting to enable more climate positive businesses whilst simultaneously driving forward the UK's net zero goal.