



# Total Cost of Ownership



**smirthwaite**

Together we  
transform lives

# Child Centered, Clinically Robust & Built for Reissue

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We understand that community equipment stores face constant tension: balancing clinical fit and excellent person centered provision for every unique child, with the economic and operational demands of reuse, recycling, plus cost containment.

Smirthwaite designs every product with this in mind:

- **The child**, who requires clinically, developmentally and socially appropriate equipment.
- **The equipment provider**, who needs durability, support, flexibility, and low lifetime cost to be able to make sure that as many children as possible can receive the correct and often life changing equipment they need, on time.



This Smirthwaite know-how uniquely supports both the clinical reasoning process of the OT to ensure we are child first and the financial and operational needs of community equipment services. **Together we can support as many children as possible, this is our common goal.**



# The Six F-words for Child Development

Our approach to product design and support is directly aligned with the Six F-words for Child Development framework, which focuses on a child's strengths and abilities rather than their disabilities. We believe in a "child first" approach to our products.



## 1 Functioning

I might do things differently, but I CAN do them! Smirthwaite equipment helps me find comfortable, supportive ways to participate & achieve.



## 2 Family

My family knows me best. Smirthwaite equipment is designed to integrate seamlessly into our home life, supporting me & everyone who cares for me.



## 3 Fitness

Everyone needs to stay fit & healthy, both physically & mentally. Our supportive solutions encourage active participation & help me find ways to keep moving.



## 4 Friends

Having friends is important! Smirthwaite equipment helps me engage with my peers at eye level, making it easier to play, learn & make new connections.



## 5 Fun

Life is about having fun! Our products are designed for comfort & accessibility, helping me participate in all the activities I find the most fun.



## 6 Future

I'm growing up every day & Smirthwaite is here to support my journey. We work with therapists & families to provide adaptable solutions that help me achieve my goals & participate in my community.



# Clinical Reasoning Alignment



## Clinical Reasoning

Products are evidence-informed and developmentally appropriate, ensuring correct postural support, participation, and outcomes. Adjustable growth features mean children don't "outgrow" equipment too quickly.



## Narrative Reasoning

Each child's story is unique. We try to make our products reflect this. Our modular designs can be customised to reflect the child's needs, personality, and home/school environment.



## Pragmatic Reasoning

Community therapists often work within limited budgets and high caseloads. Smirthwaite products are quick to assess, fit, and adapt – reducing admin and speeding up service delivery.



## Ethical Reasoning

Transparent pricing, no hidden refurb surcharges, and designs that promote reissue reflect our commitment to equitable, responsible healthcare.



## Conditional Reasoning

OTs think about the 'what ifs': what if the child changes, what if equipment needs to be recycled, what if funding is cut? Smirthwaite builds flexibility and adaptability into every design, giving therapists peace of mind.



# Why Smirthwaite Wins for Equipment Stores

## Total Cost of Ownership

Transparent costs over 7–12 years plus, avoiding hidden refurb fees.

## Local Training & Support

Free installation, training, and advice directly at store level. We also offer ERGs and have a new Care hub training center, plus regional spaces that we can offer our customers FOC.

## Reuse Ready

Modular, resizable, and designed for circularity – equipment stays in circulation, not in scrap. We will not enforce mandatory lifecycles on products.

## Ethical Approach

We maintain a strong focus on community budgeting rather than being tied to supplier refurbishment programs. We take pride in fostering a straightforward and transparent business approach.

## Built to Last

Durable and sustainable products, backed by group investment in materials and design. We manufacture in the UK; this gives us great scope to adapt to our customers' needs.



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# Total Cost of Ownership Table



Products Available on Site: Averaging 52 - Various Models

Below is an example of the Total Cost of Ownership (TCO) to date for three key product lines, where we have monitored the average cost of an individual product:

Product	Age of product (yrs)	Original Purchase Price	Service Costs	Average Part Costs	Total (excl. purchase)	Total (inc. purchase price)	Total cost (per year)
Juni	11	£556.00	£285.00	£755.00	£1,040.00	£1,596.00	£145.09
Brookfield	16	£878.00	£475.00	£896.00	£1,671.00	£2,549.00	£158.06
Hardrock	10	£1,987.00	£285.00	£1,080.00	£1,365.00	£3,352.00	£335.20
Samba	7	£2,330.00	£1,510.00	£1,254.00	£2,764.00	£5,094.00	£727.71
Asiento	7	£3,023.00	£1,510.00	£1,361.00	£2,871.00	£5,894.00	£842.00

Note: Servicing is based on individual cost price, servicing packages available to aid cost reduction  
Bulk purchase prices on products also reduce the total cost of ownership.



# Our Advantage

Smirthwaite gains several key advantages that reinforce our value proposition



## Scale & Stability

We are a well-established, trusted paediatric company, ensuring consistent supply, strong infrastructure, and guaranteed aftercare.



## Shared Clinical Knowledge

We benefit from cross-brand expertise in seating, moving & handling, and bathing, helping us deliver clinically integrated solutions.



## Investment in Quality & Innovation

We invest in better materials, smarter modular design, and more robust support systems, resulting in longer-lasting equipment and lower running costs.



## Unified Ethical Vision

Our company-wide commitment to sustainability ensures our products are designed for recycling, reuse, and adaptability, aligning with NHS and local authority goals.



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We know you're under pressure to deliver value, stretch budgets, and still support your clients with clinically sound solutions. At Smirthwaite, we don't just sell equipment –we deliver long-term value. Our products are built to last, backed by free training and servicing, and designed to be reused and adapted without adding hidden refurb fees or taking control away from stores. We enable you to do more—with less—while keeping costs and control in your hands.

”

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