20 YEARS OF SUCCESS...AND COUNTING!

In 1998, 20 years ago to this day IADA was formed. The Independent Authorised Distributor Alliance (IADA) was the brain child of 6 owners of 6 independent bearing companies in different locations across the UK. The concept behind IADA was to form an alliance of independent bearing distributors that would not only combine their purchasing power into one but also extend their first class service nationally. The tagline ‘National Power, Local Strength’ was born clearly outlining the intentions of IADA. IADA was to offer local knowledge, unrivalled service, large stock availability in major towns, cities and also offer branches in key industrial areas across the UK.

The 6 founder members had a plan to increase the membership of IADA. If all 6 members invited one more independent bearing distributor each to join IADA then purchasing power would double, geographical locations across the UK would also increase and IADA would have more collective power to become an even stronger force in the MRO market. Still using this concept to this day IADA now boasts 22 members that offers 55 branch locations across the UK.

Specialising in Power Transmission and securing the distributorships of the world leading manufacturers in this sector IADA began to assemble an excellent portfolio for its customer base. Being independent, having local stock and knowledge on hand it wasn’t long before IADA used the same concept to increase its product range. IADA are now leading distributors in all MRO sectors that include Fluid Power, Tools, PPE and workwear. IADA members have not only evolved in to the complete MRO distributor locally but now nationally!

In 2007 IADA set up an administration function to facilitate all of the day to day tasks of running such an organisation. IADA was continually gaining new members, new suppliers and growing as a company.

In 2012 IADA employed a National Accounts Manager to assist members in winning national contracts to be the supplier to the larger businesses and Blue Chip companies across the UK. The local stock, the product knowledge, the flexibility of each member and the levels of service given by IADA members has seen the number of national sales contracts rise year on year since the appointment.
September 2018 saw IADA appoint a General Manager to their growing team. While IADA’s competition close branches, reduce local stock levels IADA are doing just the opposite. More members, more branch locations and continual investment in more stock locally! IADA’s appoint of a General Manager signals their statement of intent in the future.

For 2019 and beyond IADA are primed and ready for the next 20 years! IADA is on the move in a big way.