universal
FILLING MACHINE COMPANY

Excellent Customer Service

Universal Filling Machines has always had a strong customer service ethos, which we feel sets us apart from many of our competitors. As part of our on-going commitment to excellent customer service we regularly survey of all our customers who have taken delivery of new machines every quarter. Below are the latest results covering the last 30 surveys returns (between August 2023 to October 2026). Customers are usually requested to give us feedback after 3 months following delivery/installation and all questionnaire returns up to six months from sending are included in the results.

Our survey asks 15 questions, ranging from our pre-order processes, through lead times, machines delivery, installation and training, to after sales service including response to any problems and how we handled them. Customers were asked to score us across these 15 areas on a 5-star rating scales, with 1 being poor and 5 being excellent.

We use this feedback to continue to improve our customer service, but overall we are delighted with what our customers tell us. A more detailed summary of the survey is below, but we were particularly pleased that 97% of customers gave us either 5 or 4 stars for being a great company to deal with and 97% of customers would buy from us again.

Being a quality brand, we never expect to be regarded as the cheapest, but it is great to know that we were given 4.4 stars out of 5 for Value for money. It's reassuring that great service doesn't have to cost the earth! Here is summary of the results, with a more details break down below.

Summary Ratings

Pre-sales Response - 4.6/5

Equipment/Delivery/Installation - 4.7/5

After-sales Support - 4.8/5

Great company to deal with - 4.8/5

Value for money - 4.4/5

Would buy from us again - 4.8/5

Pre-sales reponse - 92% rated us 4 or 5 stars

After-sales support - 98% rated us 4 or 5 stars

Value for money - 90% rated us 4 or 5 stars

Equipment/delivery/installation - 92% rated us 4 or 5 stars

Great compant to deal with - 97% rated us 4 or 5 stars

Would Buy From Us Again - 97% rated us 4 or 5 stars

"Excellent service on both occasions that we have done business with Universal, great products at very competitive prices."

"A fantastic company, with extremely high build quality & excellent pre and post-sales service. Not the cheapest in the world, but definitely the best, Very strong, robust, well designed & well-built units."

"The customer service right from day one to delivery and beyond is spot on. A lovely company to deal with, staff are so helpful"

"All round very happy with the service provided & will not hesitate to use again when I require filling machines in the future."

"Universal are always great to deal with. All staff are very helpful & genuinely willing to go that extra mile to help."

"Universal are our preferred supplier of liquid filling equipment, and we have a relationship that has lasted 15+ years, with Vitax purchasing 8 different fillers and 1 capper as we expand and develop our capacity. A great Company to deal with."

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Universal Filling Machine Co. is a trading name of Ashford Packaging Equipment Ltd.
Registration in England No. 1272348, VAT No. 316 7911 51

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Some Recent Customer Testimonials

MckLords Ltd.
We have never had any issues with the equipment bought from Universal. Hence the reason it is the only filling equipment we have in MckLords. Since first contacting Universal and dealing with Mike, I have absolutely no reason to look elsewhere. Universal have been both supportive and always available when required.
Richard Lord, Company Director

Morgans Pomade Co Ltd.
Universal are always great to deal with. All staff are very helpful & genuinely willing to go that extra mile to help.
Pete Standen, Technical Director

Personal Care Productions Company, Isle of Wight
I love working with Universal, every member of staff that I have had the pleasure to deal with is always quick to respond, kind and nothing is too much trouble, even when I ask silly questions. Universal will always be my first choice when buying machinery.
C.C., Company Director

Barrettine Ltd.
We have bought a few machines off Universal Filling, one very recently. They always provide good quality machines and great service.
Kevin Dyer, Works Manager

Industrial Cleaning Products Company, Northumberland
We recently purchased a Universal filling machine, and I couldn't be more impressed with its performance. The machine delivering precise and consistent fills. The efficiency it brings to our production process has significantly improved output. It's easy to operate, reliable, and built to last. If you're looking for a high-quality filling machine that ensures accuracy and efficiency, I highly recommend the Universal Filling Machines' products.
Nigel Schollick, General Manager

Vitax Ltd.
Universal are our preferred supplier of liquid filling equipment, and we have a relationship that has lasted 15plus years, with Vitax purchasing 8 different fillers and 1 capper as we expand and develop our capacity. A great Company to deal with.
Dale Eames, Production Manager

Specialist Chemical company, Devon
We have purchased three machines from Universal now. We have always found your company good to deal with and very helpful
Ken Buckley, Works Manager

Pure-Life UK Natural Oils Ltd.
Not much to say really – Universal are totally on point and how business should be done. Great product sold by a great company.
Paul Hodkinson, Director

Specialist Chemical company, Kent
After a very long period of difficult manual capping on one of our production lines, Universal Filling came to our aid and recommended their in-line belt capper. We purchased and installed the machine, and our problem disappeared from the first throw of the switch.
I cannot thank the team there enough for their efforts to eradicate what was a real problem for us on our production line.
Thanks again to everyone at Universal Filling who was involved in the project, and the successful outcome. I have only positive things to say in respects of Universal as a business and also each and every member of the staff I have had the pleasure to deal with.
I think the team there are one of the best I work with, and I always have full confidence in them from start to finish in any work I approach them with
K. J., Development Manager

Specialist Chemical company, Derbyshire
I have always found Universal's filling equipment very reliable and built to a very good standard and would definitely recommend you buy Universal equipment.
Universal Team are always very quick to respond to enquires & spares support required for the servicing / maintenance of the equipment.
K. O., Production Manager

Morgans Pomade Co. Ltd
We have purchased numerous machines from Universal over the last 40 plus years & keep returning to them. Not the cheapest, but certainly excellent quality & service. All manufactured in UK, as well.
Peter Standen, Technical Director

Biotech Company (UK)
We have purchased 4 Universal machines - we have both a 4-head automatic filler and a twin-head automatic machine. The 4-head filler is our main filler that has helped us improve productivity and bring in new work. The twin-head is used for the medium volume runs which takes the pressure of the 4-head filler. We also have a small single-head filler which we run pouches and a 5 litre single-head filler which is used for small runs.
We have had very few issues with these machines over the years and if we have any problems or need a replacement part Mandy's there to sort you out really quickly. Overall Universal are a great company and hopefully we will have many more years together.
Manager

Quadralene Ltd
We have purchased equipment from Universal for many of years and I find their service and machine quality very high.
Paul Gray, Operations Manager

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