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Julie's Tech Guide on

Buying Premium Products

We have all heard the saying: You get what you pay for.

What the expression is perceived to mean is that you get a better quality of goods or services if you pay more for them. This may be true in some cases.

People by nature want to pay less and pressurise companies to produce products at lower prices, this does come at a cost. Cheaper components, less quality control, lower standard of workmanship, produce a less expensive product but one that may not last as long and ends up being replaced more times, equating to paying more than buying the more expensive item to start with.

Premium brands generally come from a manufacturer with expertise in the work environment who knows what the customer needs and expects from their product. They build products that will stand the test of time rather than become a disposable item, they are tried and trusted.

Once you know what product you need, looking at the size, manufacturing material, quality, precision, or accuracy, you will have a better idea of the cost of an item and perhaps what you are happy to compromise to get the best item for your budget.

In today's world, a price premium may result from locally made products or ones that are manufactured using environmentally sustainable practices or have the benefit of being ecofriendly and saving you money elsewhere, such as on energy bills. Companies with good after sales service or technical backup may also be perceived as a premium. People buy from experience.

Remember though, no matter what you buy, a laboratory beaker or a balance, a magnifier or microscope, it should still be fit for purpose. It must carry out the job it is intended for.

Here at SLS Select Education we aim to offer you a range of school science supplies from manufacturers to suit your requirements and budget, giving you the opportunity to purchase what is right for you. We can offer a top of the range brand, good value for money brands and several in between, talk to your area managers and we will be able to help you.

