

Deritend seeks to double turnover with development of energy efficiency service

Deritend Industries – one of the UK's leading industrial maintenance, service and repair groups – has embarked upon a strategy to double its turnover with an ambitious service expansion focusing on energy efficiency and low carbon technologies, spearheaded by the launch of its new website lowcarbonservice.co.uk.

The Wolverhampton-based company, which operates out of a national branch network, seeks to capitalise on initiatives such as the CRC Energy Efficiency Scheme to provide a much-needed green maintenance and consultancy service to traditionally 'dirty' industry sectors. Deritend has also been cleared to set up a zero interest loans service, funded and authorised by the Carbon Trust.

MD Richard Hale said: "We believe that there is a huge market out there for us, with manufacturing companies across the UK seeking environmental best practice – not only to come in line with the Carbon Reduction Commitment, but to cut costs and drive efficiencies as well.

"With 70% of electricity used in manufacturing is through the use of electric motors," added Hale, "if we can achieve even a small boost in efficiency, the savings will be remarkable."

The strategy, according to Hale, fits naturally with the company's traditional client base among sectors such as water, power, utilities and food and beverage, with Cadbury's, McCain and Severn Trent among the company's key national clients.

The successful provision of Deritend's new low carbon service has been bolstered by a recent £2m investment through the Capital for Enterprise Fund (CfE) – a Government initiative to provide cash injections for companies with high future growth potential.

Hale says that, despite the troubles that have faced the manufacturing industry during the recession, Deritend have targeted a turnover of £50m by 2012, and the low carbon service will play a vital role in hitting this mark.

"A lot of companies are starting to see recovery," said Hale, "and now, with an increasing focus on the environment, manufacturers are looking to improve or replace their machinery with more efficient alternatives.

"Our customers will want and need to act quickly and effectively, and we are now very well placed to capitalise on this," concluded Hale.

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About Deritend (www.deritend.co.uk)

Deritend Industries is one of the UK's fastest growing and most dynamic maintenance services organisations, encompassing several specialist engineering operations within the group. The largest component of the group, Deritend, operates onsite electromechanical engineering teams and a nationwide branch network including engineering workshops placed strategically across the UK. The Group also includes a large UK based pre-formed windings production site, and other specialist engineering operations covering induction services, condition monitoring and machine tools services.

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