

Deritend named as Midlands partner for global industrial coatings manufacturer

Midlands-based Deritend Industries has been officially approved as a Belzona Authorised Coating Centre (BACC), with its West Bromwich facility named as one of Belzona's specialist service centres.

A team of senior executives from Belzona, the leading industrial protective coatings and polymer repair composites manufacturer, paid a visit to Deritend's flagship branch to officially award the BACC status – a recognition that has been given to only four other companies in the UK.

Already acknowledged as an engineering centre of excellence for the Deritend Group, the West Bromwich operation is now also authorised to coat customers' equipment with Belzona's 1341 Supermetalgilde product – a protective coating capable of providing significant improvements to efficiency, costs saving and energy usage.

Deritend's Operations Manager, Darren Harris, said: "Being officially confirmed as a Belzona Authorised Coating Centre is a very important achievement to us, and one that serves to reinforce our decision to invest in the equipment and training needed to offer this remarkable product to our customers.

"In key sectors such as the water industry, where efficiency of equipment and processes is a major driver," he added, "our ability to provide this product will be of vital importance to our customers, who will achieve significant energy savings and whole life cost benefits.

"We welcome the partnership with Belzona and look forward to the mutual benefits that this relationship will bring."

Belzona introduced the BACC scheme to differentiate and reward specialist service centres that invest heavily in surface preparation equipment and are dedicated to maintaining high levels of application procedures and customer service. The approval of Deritend's West Bromwich branch now completes the BACC initiative.

Gordon Cairns, National Sales Manager for Belzona explained, "The BACC concept was created to distinguish between regular machinery and equipment contractors and a specialist group of service centres that go the extra distance. This gives us the platform to target key industries that require a 'total service'.

"The launch of Deritend Industries now completes the BACC initiative – status has already been granted to companies based in Teesside, Leeds, Manchester and Southampton and, with Midlands-based Deritend, we now have complete coverage across the UK."
