



BUSINESS TRANSFORMATION SECURES £17.5 MILLION IN CONTRACTS FOR PRODUMAX



SHARING IN
GROWTH

Results driven. Results proven.

40%

Increase in sales

24%

Increased productivity

£17.5M

Secured contracts

ABOUT PRODUMAX

Produmax are a specialist manufacturing company with an expertise in high precision engineering.

Operating globally, they work in partnership with many of the most prestigious aerospace manufacturers to produce high quality machined components and assemblies.

THE CHALLENGE

When Produmax joined the Sharing in Growth programme, the company had 45 staff based on two brownfield sites, one of them a former tannery in Otley, and a turnover of almost £6 million.

Now it operates from a brand new £20 million turnover capacity facility in Baildon, between Leeds and Bradford. Produmax has 60 employees and operates a philosophy of openness and respect for everyone, placing a huge importance on teamwork. Around 90% of its turnover goes in exports to the USA, Canada, Japan, Philippines, and Morocco.

The organisation's ambition is to double its sales turnover to £10m.



THE SOLUTION

Produmax set its vision to 'To Be Engineering Superheroes'. It developed a mission and strategy supported by values which were consistently communicated to all staff using a variety of memorable methods.

The new strategy centred on business growth through innovating to produce complex, high value parts, creation of a New Production Introduction process, and a focus on aircraft platforms rather than customers.

Senior management involved staff in designing the new plant layout to support the strategy. Sharing in Growth's leadership development helped the company to transform the two sites' diverse cultures into a new working environment based on teamwork, continuous improvement and learning.

To achieve new levels of productivity and efficiency, the organisation was restructured, lean production cells were implemented, staff were trained in Business Improvement Techniques and recognised with NVQs, and automation was introduced for "lights out" production.

To sustain the business transformation and growth, Produmax introduced personal development programmes for staff and revitalised its brand and engaged with its community, education, the government's productivity agenda and the media.



"We have always believed that to stay ahead of the competition we need to invest, not only in the latest technology but in our approach to business and the development of our people and culture. Sharing in Growth is a key to our investment in the future."

JEREMY RIDYARD

MANAGING DIRECTOR

"We recognised to truly transform our business we needed to embed our values. To be successful it was important to ensure that we engaged every single person by having a range of activity that would suit everyone. With SiG's support, we decided to take a bold, multi-faceted and innovative approach to promoting the change."

MANDY RIDYARD

FINANCIAL DIRECTOR

THE RESULTS

Sharing in Growth's support has enabled Produmax to:

- Increase sales by 40%
- Improve productivity by 24%
- Drive employee engagement up by 25%
- Secure £17.5 million in contracts
- Received the Sharing in Growth award for Ikigai.



RESULTS DRIVEN. RESULTS PROVEN.

We are the complete business transformation experts.

Our passionate team of growth and productivity specialists work with you to develop, inspire and improve every aspect of your organisation. The Sharing in Growth challenge and purpose is to accelerate your business growth and ultimately your bottom line.

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Supported by the
Regional Growth Fund

