

Case Study 1: Alpha Anodising, based in Yoxall.

Length of operation

The company started in August 2009 and over the course of a year with 13 employees they achieved sales of £400,000. In 2010 the business invested in new machinery enabling the company to offer its customers a bespoke service. In 2012/2013 the company invested in refurbishing its business premises to improve the quality of the working environment for their staff.

The company's sales turnover has now reached over £1.3m in 2015, they employed 28 people full time, a number of agency staff part-time and are set to grow further.



Summary of business / products / services

Alpha Anodising are one of the only Anodizers in the country capable of anodizing 6m lengths. The company offer a service to their customer where they anodize aluminium panels and extrusions. They quality of the finish can vary according to the customers' needs.

What was the Business Development Fund used for?

The Business Development Fund was used to upgrade the electricity supply into the business premises, from 400A to 1000A. The plant required a new transformer at the sub-station and new internal electrics.



There previous energy supply restricted the operational productivity of the business because only certain machines could be used at any one time in case the electricity supply trips-out, for which the company would incur charges by Western Power if the fuses blow at the sub-station.

The BDF grant ensured the continued viability of the business, allowing the company to grow into new areas and generate increased revenue. The upgrade of the

electricity supply meant the company was future-proofing the electricity supply for the business for generations to come.

Growth Plans

The project was aimed at enabling the company to take on work from current, new and future customers ensuring that the business can serve all of their needs, unfettered from the restrictions of a power supply that inhibited their ability to maximise their operational economic efficiency.

The overall impact of the grant

Over the next three years the business directors have forecasted a similar growth trajectory that the business has faced over the past few years, the BDF investment has enabled the creation of six new jobs, taking their workforce up from 28 to 34.

Alpha Anodising has forecasted its turnover will fast approach the £2million, creating a further 4 jobs.

Most importantly, the BDF investment has enabled the company to introduce a new shift pattern, which made productivity efficiencies, therefore giving the sales and marketing team far greater ability to market the company for more exciting and lucrative projects.

