

Aluminium Lighting Company

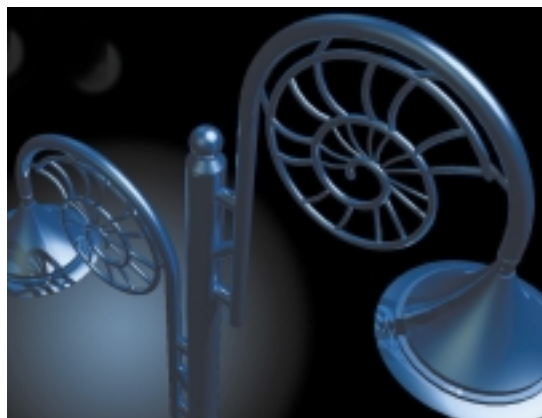


Six years ago the Aluminium Lighting Company was being run out of a small bedroom. This year the company's directors expect to turn over some £2.5m at their 36,000 sq ft production facility near Port Talbot.

The company now employs 17 people at its premises in Cymmer. And it's building an enviable reputation nationwide for its high-quality and innovative street lighting. The father-and-son team behind the success are swallowing up council supply contracts the length and breadth of the UK.

"What we do is simple. We've redesigned traditional street light columns to ensure they're safe. If a car hits one of ours, the column doesn't topple over - it just crumples. Our product saves lives," says company chairman Barry Williams.

The scope for growth is impressive. Some 2.5 million columns need replacing across the UK. And in these litigious times, council leaders are well aware that street safety must take a high priority. The company has already secured contracts with Aberdeen, Vale of Glamorgan, Carmarthenshire and Berkshire.



But competition is fierce and continuous innovation is critical for growth. The Welsh Development Agency is playing a key role.

"We have been buying-in basic columns from Holland. But a WDA innovation grant has enabled us to progress our own designs and protect them with patents.

We think we've made a real breakthrough and production will begin shortly," says Mr Williams.

The company's partnership with the agency is not just about finance either. The WDA's manufacturing specialists have helped the Williams family source the very best equipment, shortening development lead-times and cutting production costs.

Welsh Development Agency
Telephone 08457 77577
Email enquiries@wda.co.uk
www.wda.co.uk

