



The MANUFACTURING
EXCELLENCE Awards



IMechE MX Awards 26 June 2008: *The Finalists* ***Naylor Drainage Case Study***

Family-owned Naylor Drainage, in Barnsley, has been short-listed for three IMechE Manufacturing Excellence (MX) Awards after a dramatic turn around in sales and product innovation to become the UK's biggest manufacturer of garden pots and record a turnover of £24.5 million last year.

Up for: Manufacturing Advisory Service (MAS) Award for Best Small or Medium Sized Enterprise, Professional Engineering Award for People Effectiveness, PricewaterhouseCoopers Award for Customer Focus, Autodesk Award for Product Innovation

Sector: Drainage systems and niche garden equipment

Region: Barnsley, Yorkshire

Employees: 223

Turnover: £24.5 million

Parent Company: Naylor Industries

Website: www.naylor.co.uk

"In the past decade Naylor has gone from falling sales to posting a record turnover so making the MX Awards Finals marks a milestone for the business and is proof to our customers, staff and competitors that we are continuing with the innovation and vision that has led to this success." -
Edward Naylor, Chief Executive of Naylor Industries

Changing the workforce culture to encourage innovative and lateral thinking was the catalyst behind a financial turnaround for Naylor Drainage. Today, two thirds of the firm's turnover is generated from new products created in the last five years ago. It is currently the UK's biggest manufacturer of garden pots.

The core business for Naylor Drainage remains clay and plastic pipes but the new scheme which encourages staff to develop new ideas has helped turn around falling sales, with niche garden products accounting for 10% of sales and growing. The family-owned firm, led by Chief Executive Edward Naylor, has received £25 million of capital investment in circa 15 years and adopted a corporate structure.

NB: Winners will be announced on Thursday 26 June 2008.

**For more information or to attend please contact the IMechE Press Office on 020 7304 6888
email: media@imeche.org or www.mxawards.org**