

CASE STUDIES

Renewable energy giant launches UK base in Wirral

German renewable energy giant Stiebel Eltron opened its new UK base at Wirral International Business Park, Bromborough in 2008. The family-owned company, founded in 1924, is an international leader for quality when it comes to heating, ventilation, air conditioning and systems technology.

Mark McManus, Managing Director at Stiebel Eltron UK said: "We chose Wirral because we have a large customer base in Ireland and the excellent transport links mean we can get to our customers fast and efficiently. We also have ambitious growth plans and the skilled and flexible workforce combined with the potential to expand our premises will enable us to fulfil our ambitions. Wirral really was the best fit for our business."

Kevin Adderley, Head of Strategic Development for Wirral Council said: "Wirral International Business Park is a key strategic investment site for the Northwest and this status can only be enhanced by the addition of Stiebel Eltron - a global company with a turnover of €400m with almost 3,000 employees."



New premises equals new business

In an unprecedented move, business travel management specialists TD Travel Group, with offices across the north of England, have been appointed as the Travel Management Company for a truly global account.

NSG Group of Japan, a leading manufacturer of glass for the building and automotive sectors, acquired UK-based Pilkington in 2006. The group now has manufacturing operations in 29 countries, with sales operations in 130 countries and 32,500 employees worldwide. After an extensive worldwide tender process it recently appointed TD Travel Management on a rolling three-year contract to manage its corporate travel arrangements.

Heading the project for TD is Chris Mollan (pictured left) from the Birkenhead office. The contract is a real coup for the Wirral office having moved only two years ago after their existing premises were closed at the Champion Spark Plug factory. However, TD was able to work with the Invest Wirral team to find new premises in Wirral at Woodside Business Park and have since gone from strength to strength.

Mollan said: "It's a great account to win and shows how the Birkenhead office has continued to expand since our move to Woodside. We've been able to employ additional staff since our move and continue to win contracts like this one. With Invest Wirral's help the move to new premises has meant bigger and better things for us all."