

'Going green' boosts manufacturer's competitiveness



GEORGE Barker's commitment to reducing energy consumption and optimising performance is giving it a "major" competitive advantage, according to the manufacturer.

The Bradford-based firm, which is one of the country's leading commercial refrigeration specialists, has recently been awarded environmental management system ISO 14001 in recognition of its green manufacturing ambition.

As well as investing in new laser cutting equipment and automated assembly lines as part of its strategy to improve efficiency as well as reducing energy costs by a further 10%, the firm is also enabling its customers to improve their environmental performance and cut fuel bills by as much as 40%.

John Austin-Davies, director of George Barker and product marketing director of parent firm Epta, said 'going green' made the firm more efficient.

"It is an important part of our strategy whether it is developing new refrigeration products, improving our existing range or reducing the carbon footprint of our factory. This sets us apart for our competitors," he added.

"This year we've obtained the ISO14001, which allows us to monitor and control our impact on the environment. It is not just about what we do on site. All our suppliers have to agree to maintain the highest standards, particularly in relation to packaging waste, by completing an environmental impact assessment with us."

George Barker, which employs around 450 staff, was founded in 1928 and is now owned by Epta, which also owns the Costan, Bonnet Neve, BKT and Euro 'Cryor refrigeration brands.