

Boddingtons

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John Warner, Chief Executive

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Boddingtons

international innovator in thermoplastics



Boddingtons is a leading manufacturer and converter of specialised thermoplastic films, meshes and nets. The company, which has its headquarters at Maldon in Essex, has subsidiary operations in the US, China, Australia and Germany and currently sells to more than 60 countries worldwide.

Boddingtons' products are used in a wide range of industries including industrial, civil engineering, construction, horticulture and gardening, filtration, landscaping and tree planting. Applications include pipe protection, turf and ground reinforcement, grass protection and construction site safety.



One of the company's major growth markets is permeable grass and gravel reinforcement systems for parking areas. Chief Executive, John Warner says,

“This is an eco-friendly solution which is now being widely adopted for public and private car parks as an alternative to conventional hard paving materials.”

“We’ve seen turnover in this sector go from zero to £2.5 million in just two years. This market growth has been driven by environmental considerations as much as legislation which seeks to reduce the risk of flooding from water run-off from what might have been previously an area of tarmac or concrete. The solution is also proving popular in export markets such as the USA where recent installations include the Dallas Cowboys football stadium and the Abu Dhabi Grand Prix car park where flooding can be a serious problem, despite limited rainfall.”

Developing new products like this is an integral part of Boddingtons' core business objectives, according to John Warner. “We have developed our business

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by moving away from a low-cost manufacturing model, instead focusing on innovation and product design. In many cases, we are developing tailor-made solutions and that means working closely with customers through our partnership dialogue.”

With 40% of turnover exported to customers around the world, Boddingtons recognise the importance of easy international travel. “Essex is an ideal gateway to our global markets,” says John Warner. “London Stansted Airport is convenient for our people when they are visiting customers or travelling to trade exhibitions. We also have regular visits from customers or staff from our subsidiaries. With an international seaport at Harwich as well, we’ve got the choice of freight distribution by air or sea.”

John Warner also recognises the value of the manufacturing tradition in Essex. “There is still a strong manufacturing base in the county, particularly in the mid-Essex area around Maldon. That makes it easy for us to recruit the right type of people for the business. We have good relationships with manufacturing specialists at Anglia Ruskin University, Braintree District Council, the Learning and Skills Council and regional organisations like the Cambridge Institute for Manufacturing.”

Location in Essex has proved important for a global business like Boddingtons that saw its exports grow by almost 30% in the last year. Essex plays a vital role in supplying the skilled labour, as well as access to the essential logistics infrastructure an international business needs.

INVEST Essex provides confidential advice and practical support to companies wanting to establish a presence or expand in the UK. We promote Essex as an outstanding business destination and help existing and potential investors make the most of our strategic location, thriving business environment, and quality of life.

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