



PMS Diecasting Ltd

the UK's most technologically advanced zinc diecaster

Case Study

MAS Y&H



**Simon Lamb MCCR & Associates-
MAS Specialist**

“MAS specialist, Simon Lamb has been instrumental in helping us to overcome a period of turbulent trading conditions and technical problems. He helped us really focus what we were trying to achieve and the kind of customers we wanted to attract. This allowed us to develop a clear vision and action plan for each department which linked to our overall strategy. Having Simon visit us regularly gave us the discipline to get everyone together, set ourselves challenges and address issues.”

**Gordon Panter,
Managing Director
PMS Diecasting**

.The future looks bright for PMS Diecasting

Rotherham-based PMS Diecasting – the UK's most technologically advanced zinc diecaster - is on track to increase its turnover from £3m to £3.7m this year thanks to expert advice and mentoring support from the Manufacturing Advisory Service – Yorkshire & Humber (MAS Y&H).

When current managing director Gordon Panter took over

PMS Diecasting from his father in 2000 it marked a new era for the company, which is a high quality manufacturer of zinc alloy diecastings.

Gordon explained: “We had a history of supplying mainly small customers using traditional machinery. Our production manager, Andrew Millard and I both come from a background of injection moulding and robotics. We wanted to break away from the traditional methods of diecasting and build up a modern, forward looking business.”

Investing in modern technology has been one of the major factors in PMS's success to date and will continue to play a major role in its ambition to become the largest, and first choice, UK diecaster of zinc castings within the next three years.

Four years ago the company became a main supplier to Gripple, based just 5 miles away in Sheffield, which now accounts for more than 50% of its turnover. This led to further investment in



new machinery and tooling supported by grant funding from Yorkshire Forward.

But last year PMS started to feel the impact of the economic downturn as its customer base cut back on orders and new contracts stalled. The business has worked closely with MAS for several years and, once again, turned to them for advice as the recession began to bite. A series of workshops and mentoring sessions were conducted with the management team, focusing on a number of areas including finance and leading organisational change. This also helped to stimulate debate on innovation and the process of change itself.

With MAS's support, sales picked up markedly during the latter part of 2009 and new orders materialised. PMS has since upped its workforce from 20 to 31 and is now working flat out to meet demand.

A fall in the pound against the dollar and the time taken for products manufactured overseas to be shipped back to the UK is also having a positive knock-on effect for PMS. High volume customers are turning back to the UK. For example, PMS is now producing a million window fittings per year which previously would have been manufactured in the Far East

"We are keen to use the robotic technology which we believe gives us a great advantage over our competitors," said Gordon. "We are looking to win business from outside our traditional marketplace and are currently producing diecastings for 100,000 wet razors - an order which has the potential to grow to half a million."

Gordon added: "Looking back, without the support of MAS we would not be where we are today. As a result of Simon's one-to-one mentoring with myself and departmental directors, we have overcome major hurdles and are now much clearer on how we can achieve our goals."

Robin Watson, regional director of MAS concluded: "It is fantastic to hear how well the team at PMS Diecasting are progressing in the first quarter of 2010 and it is heart-warming to know that MAS played a part in supporting the company's growth.

The general view is that the recession is now over, but with this comes a whole new set of challenges. A risk for many manufacturing businesses like PMS Diecasting will be in trying to grow too rapidly, or over-trading before having the financials in place to cope. MAS Y&H is dedicated to continuing its support to manufacturers, ensuring they have access to the resources they need to adapt and grow in current and future market conditions."



Above
Robin Watson Regional Director MAS Y&H with Andrew Milard, Production Manager and Gordon Panter, Managing Director, PMS Diecasting Ltd

For further information on MAS visit www.mas-yh.co.uk

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