

# A problem solved...

**Coventry-based Jade looks back on the year and the myriad of manufacturing problems that it has solved, not just for its customer base, but for itself as well. Jade directors Sean Mackey and Adam Jones talked to *The Fabricator* special correspondent Ed Humphreys**

Jade solved a lot of problems in 2024 – problems with regards to instigating improved manufacturing efficiencies, finding competitive edge in product offerings, managing changes in component supply and quality standards.

Indeed, other people's problems are what Jade thrives on. But it has also faced enough of its own too.

"Eighteen months ago we invested in a new 30,000sq ft unit just around the corner from our existing base, and for the first nine months of that commitment we did not have the time or head space to coordinate such a massive move," Jade directors Sean Mackey and Adam Jones said. "The back end of 2023 and early 2024 was filled with firefighting. Duraflex had not long closed and we had a list of over 40 fabricators who had to swap their profile systems."

Forty tonnes of steel later all the fabricators on that list were back in business, but Jade's factory move had not progressed an inch.

Add to that the growing ambition of both of the directors. They had been running the company in its current format for a decade and knew they had a solid foundation, a good network of contacts and a passion for their work which translated into beneficial solutions for their customers. To date, growth had occurred through acquisition, including the purchase of 50% of Kombimatec Machines in 2017. Now was the time to start taking the business to the next level.

"We recognised that we were guilty of spending too much time *in* the business, and not enough actually working *on* the business," says Mackey. "It was crucial that we brought in someone who could not only manage the factory move, but more importantly do so with an eye on the future growth of the business."

Taking on managing director Gareth Davies was a key part of that, releasing Mackey and Jones to spend less time on the day-to-day operations, and more time out in the field generating opportunities and growing Jade's client base.

Davies was used to dealing with complex systems – his



**Gareth Davies**



**Sean Mackey and Adam Jones**

last role managed both the outsourced administration of the civil service pension scheme and the Cabinet Office as a client. So, although he did not come from a door and fenestration background, he demonstrated corporate experience and a granular approach that were essential to taking Jade from a small owner-managed business to a more process driven SME.

Davies says: "Adam and Sean will always be the faces of Jade, and they command a lot of respect in the industry. Giving them the space to harness and maximise those attributes for the good of both Jade, and its customers, needs managing. There is so much more potential where the company's own meticulous brand of engineering creativity can make a significant impact, and we are close to opening this next chapter with the new factory opening scheduled to take place by the end of this year."

The appointment of Davies solved a big Jade problem leaving the company poised to launch itself into its next stage of growth.

"We've yet to come across a problem that can't be solved," says Jones. "That kind of conundrum is what we thrive on, so no matter what the issue a fabricator might be wrestling with, we have a constant supply of sharpened pencils and blank notebooks to work through the solution." □

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