



Iracroft: A year in review



2020 started off as any other in Iracroft's 48-year history, with a strong orderbook from a well-established customer base and the mood was one of excitement and eagerness to crack on and build on the previous year's sales figures. February saw the start of a new era by welcoming in Managing Director **Darren Colley** and the excitement and mood only improved.

As we moved into March the then rapidly growing news of a strange and foreign disease called Covid-19 was starting to impact on our customers and suppliers and little did we know at that point what a dramatic effect this was going to have on the world around us. The country was plunged into a National Lockdown with all sorts of restrictions and guidelines to follow.

Open for Business

Darren and the team made a bold and daring decision to stay open and support the customer base. The operations, H&S and quality teams sprang into action rolling out Covid risk assessments and ensuring that our staff could continue to come to work and be as safe as possible. Various measures across the offices and shopfloor were implemented and to this day still remain.

For the majority of the office staff working life would begin to take a very different form and working from home has become the norm with only fleeting visits to the office to pick up or file paperwork being sanctioned.

Iracroft's finance and HR team were on hand to understand and comprehend the CBILS and job retention schemes that were rolled out by the UK government and meant that Iracroft could retain its staff even through the period of reduced sales.

No Redundancies

To this day Iracroft have still not made any directly COVID-19 related redundancies and are now actively creating positions and hiring staff across the production facilities.



Returning to Normality

As we began easing out of the lockdown and into more "normal" times, our sales began to climb again and staff that were furloughed began to return in a safe and controlled manner in accordance with the guidelines and risk assessments that had been carried out.

A new Director of Business development, **David Brock**, was employed to complement the existing sales team and drive sales into new markets utilising Iracroft's vast experience and technical knowledge as the "*Leading Tubular Solutions*" provider.

A number of new customers have now been brought onboard and we continue to work to build the portfolios of work with these new customers. Our existing customer base found that our consistency in supply and resilience in the face of true adversity was a major selling point and found themselves leaning on us for support where others had failed.

Thankfully, we have now seen our sales slowly return to early 2020 levels and we have a full complement of staff across shifts.



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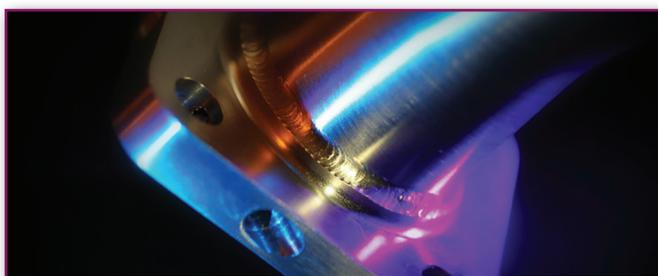
Brexit

Next up on this absolute roller coaster of a year was Brexit, with a massive amount of planning and understanding we have managed to navigate this obstacle with very few issues and have still been able to support our export customers and maintain the flow of imported goods coming into to our stores.

2021

2021 is now in full swing and we are in the midst of other lockdown in the UK. This time our business, our customers and suppliers are a little more prepared and able to deal with what is facing us.

We are still full of ambition and excitement and we have plenty in store for this year to ensure we stay at the forefront of our commodity and to build a stronger future for Iracroft and its employees. We have put together a budget that continues to predict growth and we are actively building relationships in new markets.



New Investments

2021 will also see continued investment within Iracroft into technology and infrastructure. This will see us able to expand our offerings considerably and move towards us being a complete solutions provider and enabling our customers to have a more simplified and streamlined supply chain by using us.

We are also looking forward to making an exciting new announcement shortly - so keep your eyes peeled for this one.

Good luck to all our suppliers, customers and colleagues within the industry and we look forward to working with you all in the future.

IRACROFT



leading tubular solutions

www.iracroft.co.uk