

INVEST IN
**South
Lakeland**



Mardix

Critical power fuels an appetite for growth

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Specialist design, engineering and manufacture is a sector which has found a home in South Lakeland, both for start-up enterprises and those already well established.

As one local company, Mardix, celebrates half a century of operations we speak with managing director James Peacock to find out more about the many successes of one of South Lakeland's home-grown businesses.

"It is a little known fact that when Mardix started out in 1966 from the small unit on Alexandra Road in Windermere it would be the same building that, a few years later, another local success story, Lakeland Plastics, would start their business."

Perhaps those premises are now worthy of an accolade? Although the two businesses have little common ground, both have grown to be major employers in the region and have seen their markets develop on a worldwide stage.

Today, Mardix are the UK's leading provider of custom engineered, high-power, low-voltage, switchgear, power distribution units and busbar trunking systems.

"We are renowned for offering a fully comprehensive end-to-end solution and are capable of delivering solutions to the largest projects available in the market." continues James.

"Mardix are also leading integrators of power management software solutions including our very own DCIM (Data Centre Infrastructure Management) solution, a system which captures detailed real-time information across customer's data centres.

The Mardix ims™ solution offers a remote connection to a client's global estate through an enhanced, web-based user interface allowing our customers to securely access their critical data anywhere, anytime."

Innovation has been a cornerstone of Mardix's development, a key attribute that has consistently delivered the highest levels of product and systems in the industry.

"Continuous investment in research and development underpins our position at the industry's leading edge – not just in the UK but on the global stage." adds James.

Growth means people; a highly skilled and specialist workforce today numbers 450 and Mardix are actively seeking to recruit another 50 or more to join the UK team with many based at the Castle Mills site in Kendal, itself part of South Lakeland's manufacturing heritage. Nearby Blackburn is home to a further manufacturing site and offices in Hemel Hempstead and London City service clients in the capital and the south east.



Fifty years has seen many business highlights for Mardix: during the 1980s, opportunities were identified within telecommunications centres and the earliest forms of data centres and Mardix began manufacture of Power Distribution Units (PDUs) specifically for mainframe computers and associated communication equipment. They became trusted suppliers to numerous blue chip organisations and UK government departments with a reputation for building quality, specialist PDUs.

The 1990s saw growth within the finance sector in London; the highly specialist requirements for data centres meant Mardix was quickly becoming the number one choice for PDUs.

Growth was not only desirable, it was inevitable. The Mardix product portfolio expanded into a complete low voltage (LV) solution and the company embarked on a rigorous testing programme to ensure they were able to meet the requirements of any data centre in the UK.

“This one decision quickly saw Mardix become the largest manufacturer of LV Switchgear in the UK.” comments James.

“To manage our growth strategy we formed three core channels: Switchgear, Power Management and Service. This structure led to us becoming a leading supplier of energy management software and product lifecycle support.”

The years 2013 and 2014 heralded the launch of three new divisions to the Mardix Group: **Mardix Critical Power Services** supports billions of pounds of assets for blue chip organisations; **Mardix Rail** is responsible for delivering innovative power technology products into the UK's vast rail network; the **IBAR Busbar Trunking System** and **DATABAR Data Hall Busway System** are the results of significant multi-year investment in research and development.

“Busbar trunking / busbay is an alternative to traditional cable installations within technical buildings. The IBAR HX range is designed to safely and effectively distribute high power (up to 6300A) around buildings and between switchboards while DATABAR provides final rack power distribution to the data centres of the world's largest companies, powering the cloud.”

High tech, specialist, innovative, international – and still with roots firmly in South Lakeland?

“This is such beautiful area to live and work, it's also safe and friendly. Kendal in particular is a town with great heritage and character - definitely not just old and grey! Clients travelling from all over the world are always keen to see more of the area and understand its historical importance within the north of England. Mardix are particularly proud to be a key stakeholder and major employer within the region, and are always delighted to be representing our region internationally.”

With so much already achieved, what next for the Mardix Group?

“In recent years we have enjoyed record growth. Ours is a diverse business model, operating within several sectors but one which always puts customers' needs first.”

“We expect to see a continuing upward trend which will result in further, potentially significant, expansion of manufacturing operations within the South Lakeland region with the creation of highly skilled and technical roles.” concludes James.

Mardix

Mardix Group

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Welcome to South Lakeland

A Breath of Fresh Air for Business

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An area known globally for its astounding natural beauty and unique vibrant culture, South Lakeland is also home for a thriving and innovative business environment where companies can become established, grow and prosper.

The entrepreneurial business spirit is strongly encouraged in South Lakeland, reflected in the healthy number of fledgling enterprises setting up each year in our region, and our work also encompasses projects designed to help make the first steps to start-up as easy as possible.

The Economic Development Team at South Lakeland District Council are an inward investment service providing information and support to businesses of all sizes, covering all industry sectors, whether you are already here or are looking to locate your operations in South Lakeland.

The Economic Development Team are here to help your business uncover the exciting potential that exists here. Should you have any questions, we are on hand to assist and tell you more about the opportunities to be found in the most beautiful corner of the UK.

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