

CASE STUDY

Client: BRADFORD COUNCIL
Product: LOGIK, CHARISMA
Fabricator: INDUSTRIAL SERVICES GROUP (ISG)



Bradford Metropolitan District Council's Isg Marks Four Years With Eurocell Delivering Commercial Success And Positive Social Impact

- Eurocell's products and technical support BEISG to deliver high-quality solutions
- Exceptional customer experience that fosters repeat business and new opportunities
- An inclusive employer with revenues reinvested to contribute positively to the local community
- Sustainable practices with a zero waste to landfill policy supporting climate emergency goals

Eurocell, the UK's leading manufacturer, distributor, and recycler of PVC-U building products, is celebrating its fourth year in partnership with Bradford Council's Built Environments Industrial Services Group (BEISG).

This collaboration has spurred commercial growth through contracts with local housing partners in the region, reinforcing ISG's core values and enhancing social value in the Bradford district.

ISG, a PVC-U window and door manufacturer, partnered with Eurocell four years ago, making Eurocell their exclusive supplier of extruded profiles. ISG designs, manufactures, and installs a wide range of window and door solutions using Eurocell products, leveraging the technical expertise of Eurocell's support team. In addition to the specified PVC-U products, ISG also manufactures competitively priced FD30S composite fire doors for other clients.

Founded by Bradford Metropolitan District Council in 1997, ISG operates within the Built Environment service, focusing on bespoke window and door manufacturing to add social value to Bradford. The business makes a significant positive contribution to the local community, achieving commercial success and reinvesting revenue back into the business.

"Around half of our workforce has a form of disability or comes from a disadvantaged background. We are an inclusive organisation and offer career opportunities for many who would be otherwise excluded from the workplace. We tap into their enthusiasm, skills and commitment and its rewarding for everyone to see our people develop, gain self-confidence, and go onto thrive in a busy commercial environment."

Darren Shaw
ISG General Manager

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This has created career opportunities for local disabled, disadvantaged and long-term unemployed workers and supplies high quality product solutions for social housing, care homes, new build projects and hospitals across the Yorkshire area.

Its success is built on delivering the very best customer experience; one that helps generate repeat business, customer loyalty and, in recent times, the emergence of new prospects in the new build sector.

Darren Shaw, General Manager from ISG commented: "Around half of our workforce has a form of disability or comes from a disadvantaged background. We are an inclusive organisation and offer career opportunities for many who would be otherwise excluded from the workplace. We tap into their enthusiasm, skills and commitment and its rewarding for everyone to see our people develop, gain self-confidence, and go onto thrive in a busy commercial environment."

ISG is also on its own sustainability journey as Darren Shaw explains: "The service is committed to a zero waste to landfill policy which means we are looking to recycle post-consumer waste and PVC-U offcuts rather than simply sending them to landfill facilities.

This is part of our ongoing journey in addressing our environmental responsibilities and helping play our part in tackling the climate emergency. We recognise Eurocell's outstanding recycling and sustainability efforts which underpin how it operates and together, we will continue to enhance processes and procedures to make a positive contribution to the world around us."

Gary Driscoll, Sales and Commercial Director from Eurocell added: "We are really proud to be celebrating four years of working with ISG, and with that huge commercial success and a wider positive social impact on their local community in Bradford. This impact is seen both in terms of creating rewarding career paths and delivering a quality-led PVC-U window and door service that is valued, respected and in high demand. The support that ISG provide to disadvantaged people is incredibly important, a true stand out in our industry, and we're pleased to be a part of that for years to come."



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