

PRESS RELEASE

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Made in England – it used to be a proud label on thousands of products, from cutlery to cars. Most of what was made in England was actually made in the Midlands, ‘the workshop of the world’.

You may not see it, but firms and industries across the Midlands continue to turn out world-class products with greater diversity than ever. It’s this quiet success and growth that was the focus of a special edition of BBC Midlands Today – ‘Made in the Midlands’.

Focussing on the importance of manufacturing in the Midlands, the special torpedoed the old stereotype that British manufacturing is in terminal decline. If you’ve been paying attention (or caught the show) you’ll see that Midlands manufacturing is vital to the economic revival of the UK. There are dozens of growing firms here, from multi-nationals to smaller enterprises in engineering, transport, biotech and other industries.

One of the biggest and fastest-growing companies featured on the programme, Dennis Eagle, is the UK’s largest manufacturer of refuse collection vehicles (RCVs) and a true Midlands success story. Dennis Eagle has been building trucks of one kind or another since 1907. Today they produce around 1,000 vehicles per year at their 390,000 sq-ft factory in Warwick, retailing to private companies, councils and municipalities around the world. Like many other companies in the area, it’s home-grown talent and ingenuity that’s driving Dennis Eagle’s progress, as Richard Taylor, Sales & Marketing Director explains.

“This is the only place Dennis Eagle headquarters could be. The established industry, skill and knowledge in the community, central location and infrastructure are all indispensable benefits.

“Our in-house engineering and R&D teams are all local people. We spend around £3 million a year on R&D – over £5 million on our latest Euro 6 truck – and we get the most for our money in the Midlands. Besides, we’ve been trading here successfully for over a hundred years.”

After a century in the business, Dennis Eagle has learned how to rise to new challenges. The latest Elite 6 RCV, featured on ‘Made in the Midlands’, is testament to that fact.

“With ever-stricter emissions and safety guidelines, we’re always working to produce cleaner, more economical vehicles that stand up to the tough requirements of the job,” continued Richard. “Our customers demand the best and it’s up to us to deliver that year after year.”

With rapidly-filling order books, the results are speaking for themselves. Dennis Eagle's latest RCV was rapturously received at its official unveiling in September, and despite the recession, their market share has grown considerably. Dennis Eagle RCVs are in service with around 2/3rds of UK councils, and that number is set to rise.

Their success is something you can also see on the streets for yourself. Get up early and you might notice an ever-growing fleet of Dennis trucks serving the community – an indication of the bright future ahead for Dennis Eagle and the Midlands.

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