

Business support helps company grow

O'Keefe received strategic marketing support from WRAP to help them expand the business geographically and across construction industry sectors.

Overview

O'Keefe Utilities Ltd successfully set up its first SMARTR[®] manufacturing depot in East London as part of a utility term contract. Here, industry-standard Hydraulically Bound Materials (HBMs) are manufactured by recycling waste from utility and construction companies. The company needed sales and marketing assistance to help expand the business geographically and across construction industry sectors.

WRAP's work with the company resulted in the production of a strategic sales and marketing plan designed to give the business a sound basis for structured growth and expansion.

"The support provided by WRAP has directly assisted with our expansion and ensured our position as a market leader in this growing industry."

Patrick O'Keefe, Managing Director, O'Keefe

O'KEEFE



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Company background

Formed in 1970, the O’Keefe Group of companies has established itself as a market leader in the construction, soil stabilisation and remediation sectors by applying a common-sense business methodology, supported by on-going research and development in supporting technology.

While construction and demolition waste recycling is commonplace, traditional screening and crushing still generate an element of unusable material that is disposed to landfill.

However, in 2005, Managing Director Patrick O’Keefe, decided to produce reinstatement materials that were more sustainable. Since that time, the company has used its expertise in soil technology, based around its soil remediation and stabilisation business, to design and create a bespoke manufacturing system, SMARTR[®], which reduces the amount of material that is sent to landfill for disposal.

The system up-cycles utility and construction waste into British Standard compliant products. These products can be used in a wide range of road construction and reinstatement applications.



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Although the company worked closely with its clients and local authorities to share information on specific works and contracts, there was no budget, time or, indeed expertise available in the business to build a marketing plan that would allow the company to market its products and services to a wider audience.

WRAP funded a consultancy that specialises in this emerging part of the civil engineering industry to develop a marketing plan for O'Keefe Utilities Ltd. The plan provided the basis for the development of production sites around the UK. This involved work to:

- establish the company's market position;
- generate targeted marketing to potential customers;
- engage with designers, specifiers and pavement engineers;
- highlight the benefits of HBM, including value engineering.



A robust marketing plan

The company's SMARTR® business now has a robust marketing plan to help raise the awareness of its products and services, and which works with its business model and can evolve as the company grows.

The plan is helping the company grow both geographically and across construction sectors; the company's second SMARTR® depot has opened in Chatham, Kent, producing a wide range of HBMs for most road construction applications, footway and carriageway reinstatements. This has doubled the production capacity, diverting 85,000 tonnes of material from landfill and producing 70,000 tonnes of HBMs (standard and bespoke products) with no recorded failures, as well as a further 10,000 tonnes of unbound recycled aggregate, at recovery rates of in excess of 80%.

The sales and marketing strategy, coupled with a review of the O'Keefe Business Plan, allows for further expansion within the next 12 months, including potential operations in both Essex and North West London.

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WRAP works directly with all sectors of the recycling industry including waste management contractors, materials recovery facility (MRF) operators, reprocessors and manufacturers that use recycled content in the manufacturing process.

Areas where we can help include:

- information relevant to material types;
- news and events relevant to businesses in the recycling industry;
- support and funding opportunities available to recycling businesses;
- market information, such as potential opportunities available for investment; and
- a wealth of information including research reports, case studies, information sheets.

For more information, visit www.wrap.org.uk/recycling_industry

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