



**GOODFISH**

*Making it in plastic*

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sales@goodfishgroup.com

In the summer edition of the Goodfish Newsletter, we focus on our primary UK manufacturing sites, as well as the people behind our continued success.

## How it all started

The Goodfish Group was set up in September 2010 to provide a sub-contract manufacturing service for the point of sale (POS) industry.

It all started with acquiring an injection moulding and toolmaking business in Cannock, intending to make inroads into the POS sector. As things turned out, the Cannock business made its name serving the automotive industry, as several tier one suppliers found they could rely on Goodfish to supply increasingly sophisticated mouldings at a competitive price.



Goods being despatched from our Cannock site

The Cannock site gave Goodfish the head of steam it needed to go on the acquisition trail. This started in January 2015 with the purchase of Powell and Harber, another automotive and medical mouldings supplier in Worcester. Powell & Harber remains a crucial part of the group to this day, although its toolroom no longer makes tools for external customers.

In January 2020, Goodfish made its largest acquisition to date, acquiring the injection moulding, toolmaking and extrusion activities of Honeywell in St Asaph, Denbighshire. This business now operates under the name Goodfish North West Ltd and provides significant expansion opportunities for the group on its 12-acre freehold site.

## A message from our CEO

*"Welcome to the second Goodfish Group newsletter. In this edition, there is a strong focus on the people that work for us across our three UK manufacturing facilities.*



Greg McDonald - Chief Executive

*"Unlike many companies with multiple sites, we pride ourselves on fully integrating our new acquisitions, both in terms of their business activities and the individuals that support our continued success and growth. We will introduce you to key members of our management team, including our dedicated Group HR & Development Manager, Cheryl Bradbury.*

*"We also take a look at the latest developments at the recently acquired St Asaph plant, as well as the history of our division in Worcestershire. Finally, we round off with a brief overview of why now is the right time to reshore your plastic component manufacture.*

*"Thank you in advance for finding the time to read our newsletter; we hope that you find it to be interesting and informative."*





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## Meet our management team

We know the importance of a cohesive management structure, particularly within a group that comprises several geographically distanced manufacturing sites. We have developed a core management team that ensures that our staff and business model will continue to thrive.

On the far right is **Jamie Kerrin** – Group Financial Director. Jamie is supported by **Greta Povile**, Financial Controller, and a team of accounts assistants in the subsidiary companies.



Front and central is **Cheryl Bradbury** – Group HR & Development Manager. We firmly believe that our employees are the key to our success, so we have a strong focus on their personal development. You can read more about this philosophy in the short interview with Cheryl below.

To the left of Cheryl is **Andy Hollis** – Group Key Accounts Manager. Andy has been with us since 2011 and specialises in the POS sector.

Far left is **Wayne Hurl** – Group Engineering Manager. Wayne's extensive experience in injection moulding and the technical know-how developed over nearly 40 years in the industry make him ideally qualified to lead our NPI programmes, coordinating significant new product introductions across our group.

Back and centre is group founder and CEO, **Greg McDonald**, and to his right is **Paul Groenestein**. Paul is our Group Key Accounts Director and manages our UK and growing international customer base.

Front and right is **Andy Parry**. Andy started at Powell & Harber in June 1988 and is now a Director. He works closely with the Production Director, Sean Merrell, at our Worcester plant and also coordinates QUENSH-related projects at our other facilities.

A more recent addition to our team is **Gareth Jones** (pictured right). Gareth joined the Goodfish Group with the acquisition of the St Asaph business from Honeywell in January 2020.

Originally trained as an electrical engineer, Gareth started his career at the St Asaph site in 1985. As Site Leader at Goodfish North West, Gareth is responsible for all production, quality, health & safety and environmental issues.





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## An interview with Cheryl Bradbury

Cheryl Bradbury holds the title of Group HR and Personal Development Manager. She joined the Goodfish Group in March 2017, previously working for the Autins Group, where she helped achieve an Investors in People award. Her talent management and training background gives Cheryl the tools she needs to manage the training and development of Goodfish employees across our three UK facilities.

We asked Cheryl to explain more about the group's ethos of bringing the best out of its employees.

*"For a business our size, we are unusually focused on our only differentiated resource – our people. That's why we have a senior manager focusing on developing our staff."*

***"Our teams in England and Wales are united by a shared work ethic and a flexible, can-do approach."***

*"Our open and collaborative management style, which encourages a focus on quality, continuous improvement, and learning from mistakes, is the key to our culture."*

*"We like to encourage our people to develop themselves, to see what else they might be able to do. As HR & Development Manager, I oversee the personal development of all aspiring employees. Our cloud-based HR portal facilitates this across our dispersed sites, and I personally visit all three UK sites on a regular basis."*

Goodfish is proud of its ISO 14001 accreditation, so in line with a strong environmental policy, Cheryl uses a fully electric vehicle to commute between sites. The installation of charging points at all three locations helps to ease any 'range anxiety'.

*"Without our people, we would be just like any other business, and our investment in equipment, systems and training could not deliver such consistent levels of quality. This is why we work tirelessly to ensure we recruit people who are ready to work in our driven culture and to ensure they stay with us."*

Goodfish is particularly proud of its commitment to providing well-managed and structured apprenticeship

schemes. The Cannock site has recently seen the appointment of a new maintenance apprentice, their predecessor having now been fully employed as the facilities Maintenance Manager.



The group has even more ambitious plans for the St Asaph site, with the establishment of an in-house training academy. In partnership with Coleg Cambria, a new cohort will commence in the middle of May and include no fewer than six brand-new apprentices and two existing staff members. Roles within the injection moulding department, extrusion shop and warehouse will be backed by a lean manufacturing business techniques training programme.

*"We know the importance of supporting the local economy and helping young people to develop the skillsets needed for vital technical roles within a modern manufacturing environment. Members of the initiative will contribute towards three improvement projects that are designed to bring real benefits to the company."*

*"Our intention is to offer full-time positions to those that successfully graduate in August of next year. The following month we plan to start the next cohort, bringing in even more young talent that will fuel the growth of the site."*



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## The latest developments at our North West site

In January 2020, Goodfish made its largest acquisition to date, acquiring the injection moulding, toolmaking and extrusion activities of Honeywell in St Asaph, Denbighshire, North Wales. This business now operates under the name Goodfish North West Ltd. It provides significant expansion opportunities for the group on its 12-acre freehold site with 160,000 sq. ft. of manufacturing and assembly facilities.



Since the acquisition, investment in both staff and equipment has been significant. Some older injection moulding machines have already been replaced as part of an ongoing renewal and expansion programme.

300 tonne and 400 tonne Engel moulding machines were recently installed, with two additional extrusion lines in the pipeline. The site already operates no fewer than 26 extrusion lines, predominantly producing PVC conduit and trunking in various sizes. The new lines will add diversity, one dedicated to ABS products and the other to HDPE.

The site is also building on its existing reputation for product innovation and development. A dedicated design and CAD team will provide customers with the insight and expertise needed to take any product from initial concept to prototyping, tooling, and full production. There are also plans to employ two additional product development engineers.

There has also been significant investment in the newly located toolroom, with two new spark eroders and a wire eroder installed. The aim is to use the existing team of time-served toolmakers to manufacture more production tooling in-house. A new apprentice will further strengthen the team, which, working in conjunction with the CAD department, will aim to supply the group with the majority of its new extrusion and injection mould tooling. This will further strengthen the company's ethos of offering its customers a complete solution.



*New toolroom at our North West site*

The North West division has already seen an influx of new business, including a recent tooling transfer that required tool refurbishment and the in-house manufacture of an additional mould.

## More about our Worcestershire site

Based in Brickfields Road in Worcester, the site boasts 16 modern injection moulding machines in the 35 to 270-tonne range. Tool maintenance and secondary operations such as heat staking and sonic welding are also performed in-house.

Established in 1979 by Bill Harber and Tony Powell, Powell & Harber (Precision Engineers) Ltd became part of the Goodfish group in 2015. Many of the 40+ employees were part of the original company, including Andy Parry (Director) and our Production Manager Sean Merrell (pictured right). Sean joined the company in 1998 and has responsibility for all production and maintenance activities at the Worcester plant.





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*Part of the 400 sq m production area at the Worcestershire site*

Product development and rapid prototyping are particular specialities.

Our innovative design team specialises in designing complex single and multi-impression mould tools. Using 2D/3D product and tool design software, we can offer our customers a fast response and a working partnership from the initial component concept stage to the production tooling design.

We are in the process of introducing a rapid tooling option, whereby mould tool impressions are manufactured from component 3D models using laser sintering technology. These can then produce plastic parts in the specified production material but with substantially reduced timescales and costs.

## 10 good reasons to reshore your plastic part production

Goodfish has the expertise to help you to reshore your outsourced injection moulding and extrusion work, but not everyone is confident enough to commit to such a significant undertaking.

Below, we have listed ten good reasons why now is the right time to bring this work back to the UK.

1. If tooling is unavailable or needs significant refurbishment, then we can either manufacture brand new tooling or thoroughly analyse and overhaul your existing moulds.

2. If new tooling is required, we can usually improve your existing product or make it easier and quicker to manufacture.
3. Investment in automation means that we can compete with lower-cost economies.
4. Transport costs are significantly reduced, as is your Carbon Footprint.
5. Because of our ability to react quickly to changes in demand, you can reduce stock levels, freeing up space and improving cash flow.
6. Variations in the exchange rate won't affect your margins.
7. Tariffs and delays associated with Brexit won't directly impact your business.
8. Unpredicted events, such as the current pandemic, won't have such a significant impact on your supply chain.
9. Quality issues will be minimised through our extensive expertise and maintenance programmes. If a non-conforming product is detected, we can react quickly and ensure that your supply chain isn't interrupted.
10. You can proudly advertise the fact that your products are manufactured in the UK.





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## GOODFISH GROUP CAPABILITIES

### GOODFISH CANNOCK

**14** INJECTION MOULDING MACHINES  
**40-1000T**

VACUUM FORMING

ASSEMBLY

HOT-FOIL PRINTING

TAMPO PRINTING

### POWELL & HARBER

**16** INJECTION MOULDING MACHINES  
**35-270T**

TOOL REPAIR

ASSEMBLY

SONIC WELDING

HEAT STAKING

### GOODFISH NORTH WEST

**31** INJECTION MOULDING MACHINES  
**35-500T**

**26** EXTRUSION LINES

ASSEMBLY AND WAREHOUSING

INJECTION MOULDING

TOOL ROOM



Cannock



Worcestershire



St. Asaph

## OUR LOCATIONS

[Contact Goodfish >](#)

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