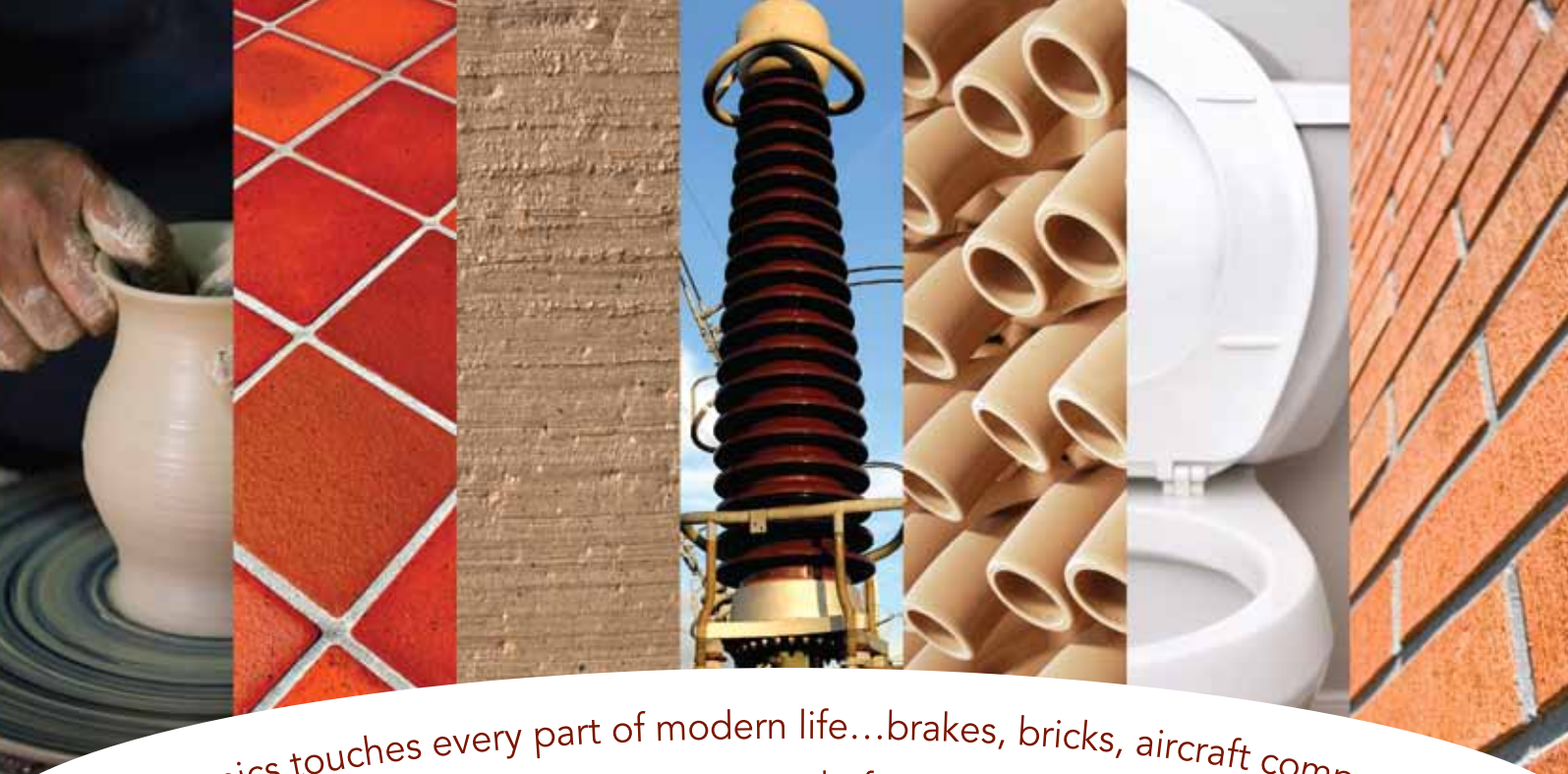


BRITISH  
**ceramic**  
CONFEDERATION

*The UK trade association for ceramics*



UK CERAMICS  
**MATERIAL FOR THE MODERN WORLD**



*Ceramics touches every part of modern life...brakes, bricks, aircraft components, body armour, pipes and of course tableware.*

## **Keeping much more than plates spinning**

The ceramics industry is incredibly diverse and the British Ceramic Confederation represents the collective interests of all sectors of the UK ceramics industry.

It acts on the industry's behalf in discussions and negotiations with government and regulators at home and abroad.

Much of the focus of this work is about regulation and the need for the ceramics industry to have a level playing field with other countries. The British Ceramic Confederation is also keen to play its role in helping the industry reduce carbon emissions.

As David Beardsworth Technical Director of the British Ceramic Confederation explains: "To keep up with the frenetic pace of life these days the industry needs to be at the cutting edge of technology, not just to satisfy the demands of its customers but to create environmentally-responsible products. Ceramics have a critical role to play in our low carbon transition."

As a Trade Association, the British Ceramic Confederation provides wide-ranging professional advice to its members, covering employment law, health and safety, energy, emissions, planning and waste management issues.

In this role it promotes responsible and sustainable manufacturing. Most related advisory services, many of which generate significant cost savings for manufacturers, are free to Confederation members. A number of Sector Associations carry out specific activities, notably standards development, on behalf of their respective member companies.

The British Ceramic Confederation is a trade association for the modern world and a forward-looking industry.

**In the following pages we introduce you to just a few of our members who are leading the world with innovative ceramic technology and design.**

Chief Executive: Laura Cohen

Deputy Chief Executive & Employment Director: Francis Morrall

Commercial & Public Affairs Director: Chris Hall

Technical Director: David Beardsworth



# our members...world leaders...

## Bathrooms made by robots

Ideal Standard is a leading provider of innovative and design-driven bathrooms. But the innovation goes way beyond this. Most consumers wanting to buy a new bathroom suite probably don't realise that much of the ceramic production uses advanced manufacturing techniques such as robots.

However, it's partly because of automation that the company has been able to stay in the UK and provide jobs in manufacturing for over 1300 people.

Explains Brian Standbridge, the Regional Director of Ceramics Operations based at Rugeley, Staffordshire: "We want to be known as a local manufacturer and aim to remain competitive in the longer term. Countries like China will develop further and so their logistics and cost of living will both increase.

"We are using state-of-the-art technology with a high utilisation of robots for movement and processing of the ceramics. We also use state of the art pressure casting and the latest fast firing roller kiln technology. Over a three-year

period we have invested a sum approaching £7.5 million in Rugeley, Staffordshire where we manufacture Ideal Standard and Armitage Shanks products."

Ideal Standard is an international company. However one of its strongest markets is in Europe. He added: "We want to be near to that market, lowering our carbon footprint. We deliver quality UK manufactured products to the customer.

"Many of our competitors have now moved production out of the UK. All our ceramic products have lifetime guarantees, demonstrating confidence in our product. We also have UK customer care support. Rugeley is now more competitive than traditional manufacturing plants in the West due to the investment and automation in the plant."

The biggest percentage of manufacturing is in the Rugeley plant where Ideal Standard employs over 500 people. As well as providing much-needed jobs in UK manufacturing, Ideal Standard also employs people in associated functions such as warehousing, marketing, sales and finance.



**"We are using state-of-the-art technology with a high utilisation of robots for movement and processing of the ceramics."**



## A brave new world for hi-tech ceramics

Mention the word ceramics and most of us will think "low tech." In fact there are many highly technical uses for ceramics in industry – some of which, made by Morgan Technical Ceramics, ensure your safety when flying.

Every Boeing 777 is fitted with 52 of Morgan's piezoelectric ceramic ultrasonic fuel level sensors. They also supply ceramic components used in systems that detect and suppress fire on board aircraft.

Morgan Technical Ceramics supply thousands of products for applications which, while invisible to most people, are essential for their daily lives.

To tell us more Keith Parker who is the Company's Marketing Director and a mechanical engineer with more than 30 years' experience in the technical use of ceramics explains how Morgan fits into the ceramic industry in the UK: "We don't manufacture products like domestic plates. We concentrate on high-tech markets like aerospace, medical devices, security, defence and electronics. We also make critical materials for electricity generation, distribution and storage.

"We use our expertise in materials science and applications engineering to solve problems for our many customers all over the world. Our products are made to meet their specifications and will often be the critical component that makes their device function.

"Companies come to us when other materials are not able to do the job. Among our many products we make ceramic tiles for body and vehicle armour. Ceramics offer a significant weight saving when compared to metal armour and that's important to a soldier."

Morgan makes a diverse range of products, many of them in small quantities, so new products and markets are always being sought – and found.

"We have ambitious growth objectives and what we need most now is new talent. We want graduates to consider seriously coming into this business. If they do, they can be assured of a very bright future and a fascinating career. We are growing our business across the globe and we want new blood to help us," added Keith Parker.



# our members...world leaders...

## Listening to what the customer wants

Distinctive design, proudly produced in the heart of The Potteries, is the hallmark of the international success story that is Emma Bridgewater.

Avid collectors of the brand are attracted by a constant flow of new patterns on classic earthenware – all designed by founder of the business, Emma.

“Our design policy is simple”, says Matthew Rice, Emma’s husband and managing director, “we design what we want to use at home and hope that our collectors will share our style and taste.”

And their strongly held beliefs must be hitting the mark – with more than a million pieces of ware a year - from the traditional polka dot to modern star and floral patterns - now being created at the factory by 150 members of staff.

Their proud personal touch is another aspect of the business which sets it apart. Explained Matthew: “Each mug or teapot

is signed by the decorator who has made it – establishing a very real connection between the maker and collector.”

“We are completely committed to manufacturing all our pottery in England. Emma’s mantra that there is more to life than margin is at the centre of our philosophy. We could chase extra profits by sourcing abroad but would lose flexibility and the integrity of this very English product.

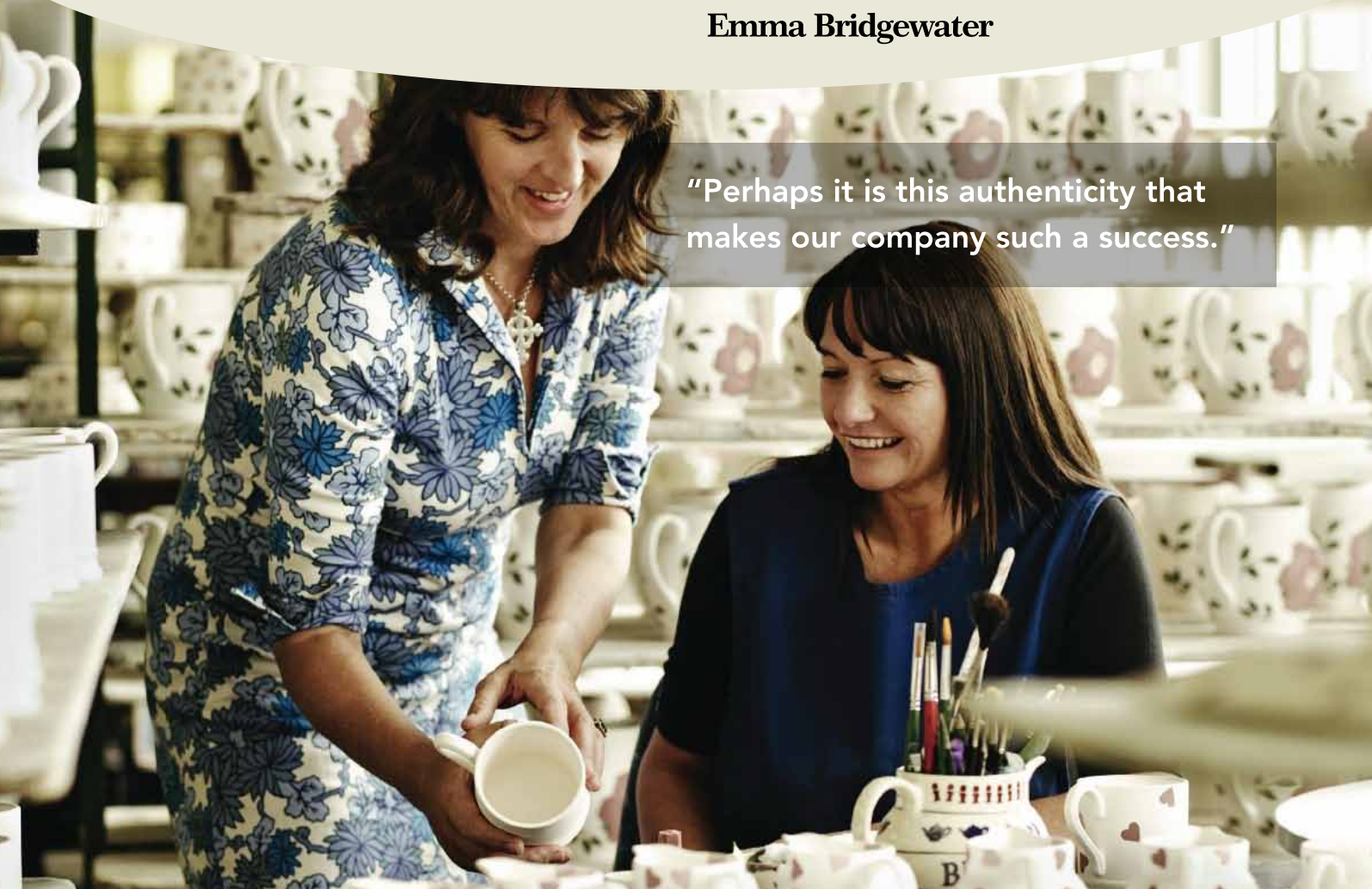
“Being a small family company with no institutional investors gives us the freedom to sustain this position.

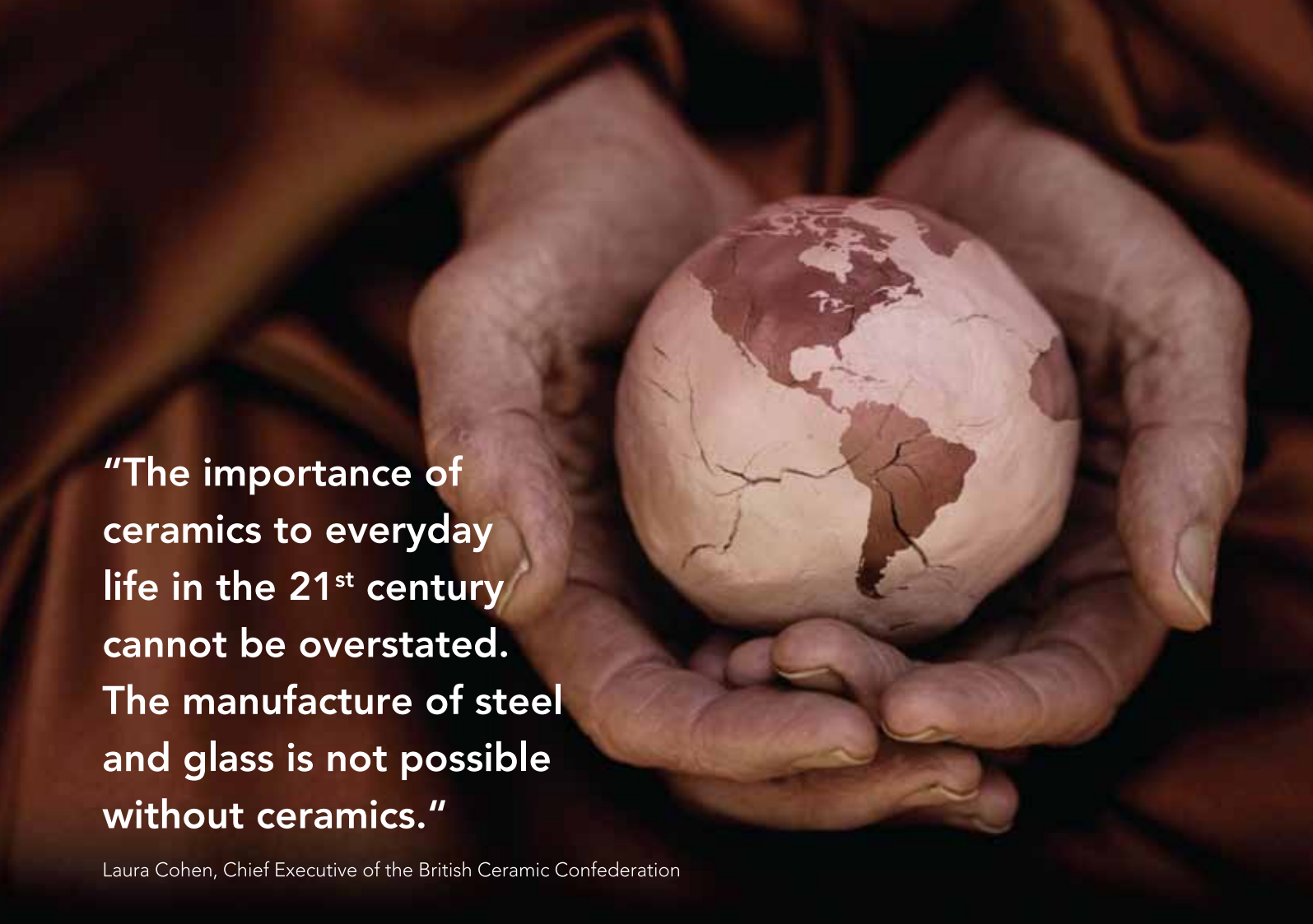
“If Josiah Wedgwood were to rise from the grave and visit our factory he would recognise a virtually unchanged manufacturing process. This is a very traditional system relying on the 300 years of craftsmanship only Stoke-on-Trent can boast.

“Perhaps it is this authenticity that makes our company such a success.”

## Emma Bridgewater

“Perhaps it is this authenticity that makes our company such a success.”



A pair of hands, one above and one below, gently cradles a small, cracked ceramic globe. The globe is light-colored with dark brown outlines of continents. The hands are weathered and the background is dark and textured.

**"The importance of ceramics to everyday life in the 21<sup>st</sup> century cannot be overstated. The manufacture of steel and glass is not possible without ceramics."**

Laura Cohen, Chief Executive of the British Ceramic Confederation

## UK Ceramics - leading the world

From top designs to high-tech applications, ceramics are materials with infinite numbers of applications.

In the UK, ceramics have a heritage going back generations with world-leading brands and university departments specialising in ceramic design and technology.

The British Ceramic Confederation is proud to represent these many strands of a vibrant, dynamic industry still playing a huge part in the story of UK export and wealth creation.

Traditional ceramics is still an integral part of the industry but as these case studies show, ceramics have many high-tech applications, as well as providing essential sustainable materials for any economy.

Following a period of transformation the UK is aiming for a more balanced economy with a strong manufacturing sector. Ceramics will be in the vanguard of the UK's economic growth and export-led recovery.

For more information about the BCC, our work and how we can help member industries visit the website: <http://www.ceramfed.co.uk>

For enquiries Email: [bcc@ceramfed.co.uk](mailto:bcc@ceramfed.co.uk) or Telephone: (01782) 744 631

Address: Federation House, Station Road, Stoke-on-Trent, ST4 2SA.

BRITISH  
**ceramic**  
CONFEDERATION