

New engineering consultancy service puts Brandauer on track for £2m rail opportunity

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One of the UK's leading stamping specialists is targeting over £2m of new opportunities in the rail sector after it launched a new engineering consultancy service.

Brandauer, which provides millions of precision components to customers in 22 countries every week, is looking to build on its current offering by targeting rolling stock and infrastructure specialists on projects that are aiming to take the weight out of the part.

The company's 15-strong engineering team has been set-up to provide a full design and manufacturing service, collaborating with the client from early-stage development, giving them access to feasibility studies and prototyping to prove-out the component, to the manufacture of precision tooling and high-volume production.

This all-round consultation approach is already proving extremely popular, with a number of new opportunities secured, including a small carbon steel pierced cup that acts as an energy recovery device for use in rolling stock.

Rowan Crozier, CEO of Brandauer, commented: “Our precision stamping and tooling capabilities are proving to be very transferable into rail, a sector that is increasingly looking for weight savings, electric motor laminations and power electronics copper connectors for electrification and parts.

“We made the conscious decision to target this market twelve months ago and there have been some good early wins. Now, with a full year under our belt, I believe the time is right to accelerate the new consultancy service and look at how we can make a bigger difference by giving potential clients the chance to engage with us from the very start and stay with us throughout the production journey.”

He continued: “This means we can add real value at the design stage, troubleshooting some issues that could come up later when you look at tooling and higher volumes. We previously offered this on an ad hoc basis, but saw real potential to formalise it and believe it could be worth up to £2m of new contracts.”

Brandauer, which employs over 50 people at its state-of-the-art factory in Birmingham, has joined the Rail Forum Midlands to help it find ways in which it can increase its presence in the sector.

This includes taking part in virtual and face-to-face networking events, making the most of industry specific knowledge transfer partnerships and identifying where collaborations can be developed.

There will be a focus on how the company can use its experience in electrification to guide the supply chain in the development of new connectors, laminations and motors.

Rowan concluded: “Brexit has created plenty of challenges, but it has also brought the issue of supply chain consolidation into the consideration of many management teams and rail is no different.

“There is a really strong opportunity for SMEs to collaborate and use academic resources we have in abundance in the Midlands to come up with innovative solutions to the supply issues of the future.”

A Queen’s Award for International Trade winner, Brandauer will also be offering its engineering consultancy service to other industries, including automotive, electronics, medical and renewables.

For further information, please visit www.brandauer.co.uk

Photo credit: Brandauer