



IAE's new sales and marketing director Andrew Buxton looks to the future

Manufacturer sets its targets with new growth plans

The appointment of Andrew Buxton as sales and marketing director at IAE has a certain 'returning to his roots' feel about it.

Now age 50, he had grown up not far from IAE's first manufacturing facility in the Staffordshire town of Leek.

'It was just around the corner from me in Macclesfield Road,' said Buxton, 'and I was always intrigued to see what they did and especially to see the trucks leaving with the logo - 'It's that Pole in Leek', on the front. It didn't strike me for a while that it was talking about the owner and that he was Polish.'

The links though went even further with relatives working at the factory.

'I suppose you could

say that it was in my blood from a very early age and now I've returned but to a very different operation.'

Today, IAE has a turnover of over £50 million and employs over 450 people on its 38-acre site at Mossfield Road, Stoke on Trent.

'Yes, now it's about how the company can grow to a £100 million,' said Buxton, 'who is in no doubt that the company has the potential to meet those aspirations.'

Prior to joining IAE in April of this year, he had been national sales director for Snap-on Tools and before that sales manager at Chester Exhaust Supplies.

'Sales is in my DNA,' said Buxton, 'and fits with what IAE were looking for

as they move forward.'

While Buxton has overall responsibility for all the diverse parts of the business, he is very aware of the significance fencing and gates have inside the business, contributing more than £17 million to the turnover each year.

'It's about reputation. Yes, competitive pricing is very much to the fore these days, but the IAE reputation is the number one critical factor in elevating the company to where it is today in the perimeter protection business,' he said.

With the addition of a 148,000 sq ft production facility 18 months ago, Buxton is aware of the opportunities that now exist to extend bespoke manufacturing that has

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ANDREW BUXTON, IAE



been shunned by other manufacturers.

'This adds to our core strengths and with the in-house skills and experience we have, it is a feature that will certainly bring benefits to the company.'

Indeed, IAE is continuing to invest in apprenticeship schemes with 40 already on the training pathway from factory to sales and business development.

'It is more relevant than ever to have the right skill set as we move forward as a business,' said Buxton. 'Everyone is part of the success of this company and we need that to continue.'

In the five months that Buxton has been with the company he has taken

time to understand each individual element.

'There are many objectives we are looking to achieve and to generate new business strategies and we have clearly defined runways for growth moving forward. We are in a strong position thanks to our reputation, quality of products and quality of service. What we need to be aware of is that the industry wants a reputable one stop shop and that's very much in our thinking.'

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