

# WHITELAND ENGINEERING LTD

## How Whiteland Engineering Ltd Have Developed A Business Designed To Last

**'Making Plant, Equipment and components for Britain's Manufacturers with National and Global Sales', has been the proud business of one of Devon's oldest and well known engineering Companies. Whiteland Engineering is celebrating its diamond anniversary this year, 'the milestone of 60 years in business'; important elements of the company founded by WALTER Whiteland in 1956 remain firmly in place.**

Most importantly, it is still a proud family-run business retaining a strong commitment to 'Precision' in both production and the core of its working practices and processes. Given that the company has accumulated a list of clients in sectors as wide and varied as automotive, oil and gas, marine, medical, printing and packaging, defence and motor sport, this eye for the finest detail clearly finds a ready market in fields where manufacturing reliability and consistency are paramount.

Indeed, so prized are the machinery and the trained manpower which the company has at its disposal that the machine shop, which is the strongly-beating heart of the business, usually works flat-out to fulfil its bulging order book.

### Computers and Human Skills Working in Harmony

Whiteland Engineering's capabilities range from CNC machines which carry out Vertical Milling, Turning and Cylindrical Grinding and Conventional Milling, Turning, Cylindrical Grinding and Surface Grinding. They have a skilled fitting and assembly area which can accommodate Specialised Mechanical Assemblies together with associated processes such as Cutter Grinding, Vapour Blasting, Dot Peen Part Marking and small component washing facilities. They have not only a fully equipped works which is testament to a '60' year commitment to build a portfolio of dedicated machinery but the ability to produce products and components in a variety of metals including various types of steel, bronze, brass and other alloys.

Their high precision abilities have recently been added to with the Mazak Quick Turn Nexus 350 – MY Driven Tooled lathe. This new machine not only brings advanced technology, productivity, value and performance but enables Whiteland Engineering Ltd to machine larger diameter parts in a single setup. They are able to produce components up to 1.5m in length, from one off prototypes through to small batches and medium volume production. The second new addition is the Kemwelder IV Welding System this welder works by gently touching the spot of the welding point with the electrode tip, after 2 seconds, the control unit triggers welding, at the same time, an electromagnet draws the electrode back. The operator precisely positions the electrode for subsequent points which can then be triggered every second, for safety the shutter of the microscope closes with each weld. This equipment is ideal for tool and damaged component repairs.

It all means that Whiteland Engineering considers no job to be too complex or outside its fields of expertise.



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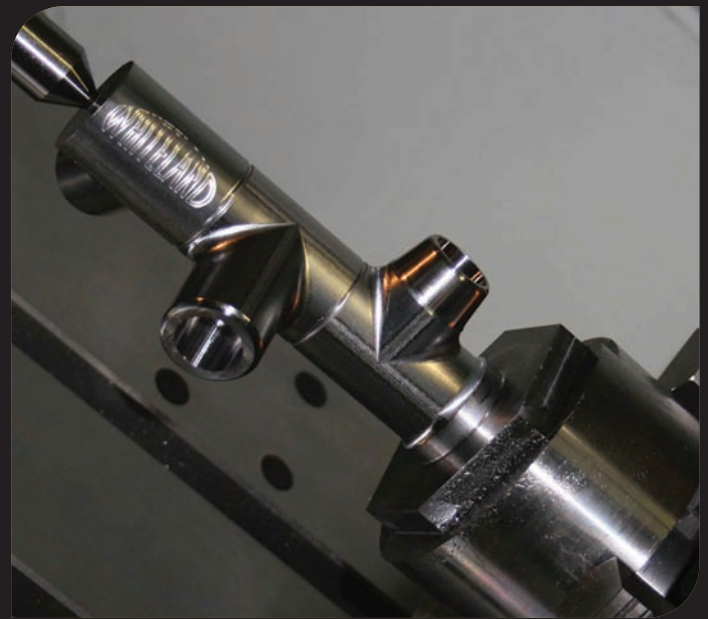
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In order to further cement its commitment to developing the next generation of engineering products and solutions, Whiteland has formed a subsidiary company, Whiteland Engineering Software. It has brought in a team of software developers, who have created the bespoke ERP (Enterprise Resource Planning) system known as DATAHUB not only for the facilitation of Whiteland Engineering Ltd but a product which is now sold as a Software solution to any business seeking an affordable but fully functioning ERP system. ERP is becoming the industry solution managing not only Customer Relationship Management but also Supplier Relationship Management, Human Resources, Quoting/Purchase Enquiries/Estimating, Purchasing/Sales Order Processing, Costing/Despatch Invoice, Stock Control, Point of Sale, Q.A., Accounting, Document Control, Shop Floor Data Collection, Time Attendance, Manufacturing Planning/Management Reporting, fully customisable with additional bolt on features. It seems that Whiteland Engineering Ltd have developed a comprehensive software tool, initially designed through necessity to solve their own needs but which is providing excellence in a product enabling others to solve theirs. Datahub is certainly a power horse product which offers great potential within the software industry.



Whiteland Engineering Ltd holds full ISO9001 accreditation which has been the gold standard for some years now. They are also striving towards achieving the SC21 approval (which is likely to become a new quality standard required for any company wishing to be awarded work in the defence and aerospace industries) and AS9100, ISO 14001 and ISO 18001.

While some companies believe in offering a range of 'off the peg' products which will fulfil a variety of purposes, Whiteland Engineering has a long and distinguished record of developing and designing individual solutions for any application or function with which its clients present it. Whiteland Engineering believes its success has been achieved "by producing the right product at the right price", their strap line 'You Design it, We Make It' has led them to work with innovative designers and new young talent entering the engineering world. They are involved with local projects within the community and are passionate about the education of the younger generation, engaging with schools and students to showcase engineering. They hope that by providing insight into engineering it will inspire future generations to enter into careers in the industry and therefore provide them with a future pipeline of talent.



And while Whiteland Engineering Ltd is based in a part of the country which is far from what many would perceive as the engineering and manufacturing heartland of the UK, it makes an asset of its location to attract staff who want to work in a pleasant and largely unspoilt part of the country. Moreover, it uses a network of couriers in addition to its own delivery vehicle fleet to ensure that coverage can be offered not only to anywhere in the UK, but anywhere else in the world.

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Recognising, too, that some clients may have their own inspection criteria for the products it orders from Whiteland Engineering, it is happy to adopt those standards for its own in-house inspection processes.

Even if there are specific processes required to produce a part or series of parts which Whiteland Engineering cannot offer itself, its high standing in its industry means it can call upon a network of approved suppliers for such services.

### Building Relationships Which Stand The Test Of Time

Engineering businesses can become victims to changes in the focus and product offerings of their customers, however, Whiteland Engineering Ltd have realised that its own continued growth depends on it keeping abreast of the changing needs of both the suppliers and customers which are its lifeblood.

In this way, it has produced a solid record of growth which is about to enter its seventh decade. It has done this by not only making products which are trusted to do a reliable job day after day, month after month, and year after year, but also by committing itself to keeping abreast of advances in machining technology. This is followed by a dedication to investing money to ensure that it stays at the vanguard of innovation, so ensuring that it can manufacture the bespoke parts needed by both existing and emerging industries.

"We're very proud that we have been able to keep pace with fast-changing technologies and demands from businesses working in some of the most vibrant and challenging fields of modern engineering," said Whiteland Engineering's Managing Director, Neil Whiteland. "But that places its own pressure on our business, as we have a 60-year track record to uphold and continue to build upon. However, through continual adaptation and flexible approaches to working arrangements, we're confident we can continue to extend our proud heritage of being a flagship for engineering excellence in Devon and the West of England," he added.

This has opened up exciting new avenues for the business and continues in the ethos from which the conception in 1956 was founded upon by committing to develop innovative new products, keeping abreast of industry developments and adding to its capabilities. It is a true testament to its resilience and fortitude but Whiteland Engineering understand that quality products, made with skill and attention to detail, will always find appreciative customers.

# YOU DESIGN WE MAKE IT

The company have two informative websites, [www.whitelandengineering.co.uk](http://www.whitelandengineering.co.uk) and [www.wesldatahub.co.uk](http://www.wesldatahub.co.uk) which both provide comprehensive details about their capabilities and work. However, if you require more information about its services, or would like to enlist their help with turning an idea into a physical product using top-line engineering expertise, contact Whiteland Engineering on **01237 472203** or fill in the enquiry form at [www.whitelandengineering.co.uk/contactus.aspx](http://www.whitelandengineering.co.uk/contactus.aspx)

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