

# READY FOR ELECTRIFICATION PROGRAMME:

Ready for Electrification (R4E) is a package of support for UK manufacturers that are currently supplying or have an interest in supplying to the electric vehicle (EV) sector.

## Do you want to:

- ▶ Learn more about the current EV market and growing opportunities for component suppliers?
- ▶ Hear from companies who have moved into this market?
- ▶ Find out about the support available to help you become part of the EV supply chain?

## The Ready for Electrification programme will:

- ▶ Develop a UK supply base for the current and future EV market
- ▶ Offer practical and technical support to businesses
- ▶ Connect the whole supply chain from SME to OEM
- ▶ Help UK manufacturers to understand the challenges and get ready for the opportunities



## READY FOR ELECTRIFICATION JOURNEY



### Develop awareness of the electrification landscape

Attend **R4E network events** and view a series of **demonstrators** or take on a **diagnostic with WMG experts**.



### Undertake feasibility projects

Work with us to assess **your current status**, identify **opportunities and barriers** to entering the electrification market, resulting in an **action plan**.

Join us at one of our **Masterclasses** or **Workshops**.



### Benefit from intensive projects

Join a collaborative **R&D** programme. Partner with us on an **internship** or Knowledge Transfer Partnership (**KTP**) or **Direct Contract Research**.

# CASE STUDY

## PP Control and Automation

### Changing direction

PP Control and Automation (PP C&A) is one of the world's largest suppliers of electrical control systems and sub-contract manufacturing solutions. With over 52 years' experience in this industry, the company is now the go-to firm for customers in the machine building sector.

With ambitious growth plans, Tony Hague, Chief Executive of PP C&A, was seeking to expand into the booming EV market. He realised they had the capability in-house to produce parts and components for electric machines, but it was a market he and the management team weren't familiar with.

### Embracing electrification

At a networking event at the Birmingham Chamber of Commerce, Tony was introduced to our Ready for Electrification programme supported by WMG centre High Value Manufacturing Catapult.

Through a series of interactive workshops and awareness sessions, our experts helped PP C&A to identify and overcome potential barriers, as well as understanding where opportunities to transfer their

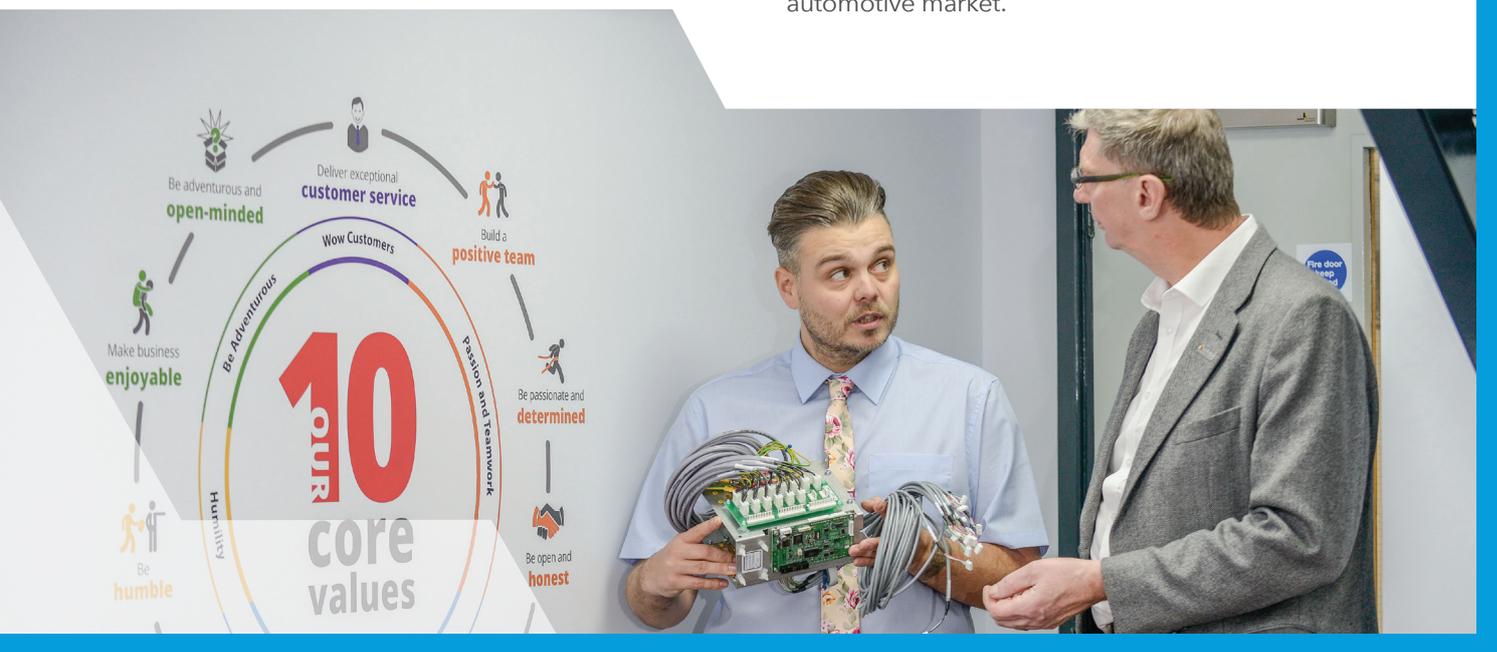
existing technology and engineering expertise into the electrification marketplace existed. With our help, the company identified a key opportunity to build their credibility in 'yellow-light' vehicles, such as highway maintenance vehicles.

### Overcoming barriers

The information gained in the Ready for Electrification programme enabled PP C&A to secure new contracts worth £120k, with further contracts in the pipeline potentially worth £3m for customers in the niche electric commercial vehicle sectors. These involve the manufacture and supply of electrical box builds and cable assemblies for electric motors and associated vehicle interconnectivity.

**"We're already delighted with the results. Two new contracts with niche vehicle manufacturers have been secured and there's another in the pipeline [...] it has been a great start."**

The Ready for Electrification programme is unique in the UK, due to the combination of our understanding of the technical aspects of technology transfer as well as in-depth knowledge of the EV and automotive market.



For further information about the Ready for Electrification programme, **contact our team:**

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