

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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