



My business: Magnapower

Yashmin Ismail talks to Magnapower director Rob Jones this month

Describe your business

To put it simply, we provide separation equipment to the metal processing and waste recycling industry. All of this equipment is designed and built by us in the UK where we have developed a very efficient and high performance range of separators to provide maximum levels of separation efficiency. We are constantly pushing the boundaries of metal separation technology and are proud to be recognised as leaders in this field.

Tell me about your product range

Principally, it is magnetic and non-ferrous metal separators, mainly including: eddy current separators, overband magnets, drum magnets and magnetic pulleys. These are available with or without the ancillary equipment such as conveyors, framework and control panels. We also produce complete separation plants including automobile shredder residue (ASR) equipment, can processing plants and small- to medium-sized MRFs.

What is your most successful product?

The Magnapower eddy current separator. We've now sold over 200 of these units and it has become recognised as an industry leader, not just for performance but also for

reliability, both fundamental properties for this type of equipment. The ECS is used for recovering non-ferrous metal which tends to be the most valuable commodity within a metal processing or waste recycling plant. If a plant produces 1 tonne an hour of aluminium at say £1,000 per tonne then a difference of only 5 per cent in the ECS performance equates to £2,000 per week. That's why we don't make any compromises in our ECS design. We offer the best.

How long has your company been in business?

We were formed in 1992 – so twenty years next year.

How many employees do you have?

We have seven employees in Bromsgrove and a further five at the engineering works in Cradley.

Where are you based and what area do you serve?

We are based in Bromsgrove, south-west of Birmingham. All of our operations are covered from here. The UK is our main market, which we cover extensively on a commercial and servicing basis. We are always on hand to attend sites and make

recommendations for the best equipment for each application. This approach is beneficial to all concerned as it provides bespoke equipment that is suited to each application. We also serve markets including Europe and North America, and our exports are a growing part of the business.

Who are your typical customers?

We don't have typical customers. We serve anyone from individual operators through to large multinational companies. One of our main advantages is that we can offer equipment suitable for a very wide range of industries and capacities, including scrap metal processors, local authorities, and private processing companies.

What would you say is the best thing about your business?

It's a combination of our experience in the recycling industry and our open minded approach to producing the best separation solution available, for each customer. No two applications are the same and this means we have needed to excel in providing a fast response to varying demands and are constantly improving our metal separation equipment. Our size and our experience allows us to be more reactive and offer bespoke solutions.