

Challenges:

As an SME with limited resources, one of Wrekin Products' biggest challenges is balancing the need for innovative, cost-effective solutions with increasing environmental and social sustainability requirements from clients and regulators.

The company also faces the challenge of aligning internal practices and its workforce with rapidly evolving customer and market expectations around carbon reduction, responsible sourcing, and circular economy accreditation and data. Identifying which sustainability issues are most relevant and material to the business is an area where Wrekin Products continues to seek advice and guidance.

Impact:

Engaging with the Supply Chain Sustainability School has enabled Wrekin Products to make more informed decisions and adopt a structured and collaborative approach to sustainability. The company has increased the number of colleagues registered with the School, ensuring that sustainability knowledge is embedded across different levels and functions.

A tailored learning pathway has been launched to provide colleagues with clear, easy-to-understand, and accessible resources. The School has also helped Wrekin Products better understand market influences and client requirements, allowing its strategy to align more closely with stakeholder expectations.

Participation in events and webinars hosted by key clients such as National Highways has provided valuable insight into their sustainability priorities and supply chain expectations. Completing client-specific learning pathways, including those for Kier, Vinci, and Graham, has strengthened relationships and demonstrated Wrekin Products' commitment to shared sustainability goals.

Value gained:

The value gained from increased and continued engagement with the Supply Chain Sustainability School can be measured in several ways. Access to up-to-date guidance demystifies what sustainability means for suppliers like Wrekin Products, helping the company interpret market trends and align its competencies with client requirements.

Fact box



Company

Wrekin Products Ltd

No of employees

81

HQ

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Website

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Services

Wrekin Products design and manufacture ductile iron and steel access and drainage solutions, geotextiles, and membranes for ground stabilisation, erosion control, and remediation within civil engineering, infrastructure, and construction.

About

Wrekin Products is a family-run business established 40 years ago in Lichfield. It's growing portfolio of over 500 products supports sectors such as utilities, road networks, and commercial and residential developments. The company specialises in ground reinforcement, geosynthetics, and access solutions that build safer, more sustainable, and efficient infrastructure. Guided by values of innovation, responsibility, and collaboration, Wrekin Products works closely with contractors, engineers, and local authorities to reduce environmental impact and deliver long-term value.

Participation in client forums and completion of learning pathways have created opportunities to engage meaningfully with major clients, reinforcing Wrekin Products' reputation as a responsible and forward-thinking supplier. The School has empowered colleagues to engage in a wide variety of sustainability topics, building their confidence to contribute to initiatives and have informed conversations with customers and stakeholders.

Perhaps most importantly, ongoing engagement with the School and its members continues to enhance Wrekin Products' credibility and credentials as a sustainable, innovative, and collaborative partner.

Future proofing:

Wrekin Products plans to expand colleague engagement with the Supply Chain Sustainability School and embed sustainability learning into training and onboarding through additional tailored learning pathways. The company will use School resources to address emerging challenges such as carbon reduction, biodiversity, and social value.

To support this, Wrekin Products would value continued expansion of sector-specific content and SME-focused case studies, as well as more opportunities for interactive collaboration between suppliers and clients through workshops and forums.