



# CHAMBER SUPPORT ENGINEERS GROWTH

D2 Group began in 1990 with David Croft and David Carlton. The company is a market-leading supplier of Koyo Bearings, Renold and Iris Chains and offers an engineering design service.

David Croft is an experienced engineer with a background in design and installation of machines. David Carlton's background is in supply chain management, logistics and purchasing.

This combination allows D2 Group to supply a huge range of bearings, chains sprockets and consumables to customers all over the country and beyond. The company also offers a service to improve their customers' machine efficiency, reliability and performance.

## PROJECT OBJECTIVES

From 1990, D2 Group shared premises with another company and by Christmas 2013, the company realised it was time to move. "We were embarrassed to invite customers to visit us. The profile of our premises didn't fit with the corporate image," said Kevin Kershaw, sales and marketing manager. The company had also run out of room for the level of stock it required. A building for sale on Hill Street in Bradford was eventually found and the directors approached the banks for finance.

"Like many companies at that time, we were unable to get help from the banks," said David Croft, managing director. So they purchased and refurbished the building through a combination of their own finances and a grant of £26,000 from Leeds City Region Business Growth Programme. The move was completed by October 2014.

## HOW HAS THE SUPPORT HELPED?

Carolyn Townsley of West & North Yorkshire Chamber advised D2 Group on sourcing training and on applying for the grant, checking over their application before it was sent to Leeds City Region. "I can't praise Carolyn enough, it was unbelievable the effort she put into helping me," said David.

## RESULTS

Since the move, the company has taken on two new members of staff and increased their turnover to £1.3 million. They are planning to grow to £2 million within the next two years. "It's not just about the new employees and growth in turnover," said David. "Because we are on Bowling Back Lane, we have speedy access to the major road routes, which means we can reach our customers more quickly. We can also rely on deliveries getting to us in a timely manner."



David Croft

## COMPANY FEEDBACK

"I've been to two BAMA networking events with the Chamber recently and ended up with two new customers."

Kevin Kershaw

"Bradford Chamber is possibly the greatest business tool we didn't know about and still under-use. The HR advice is brilliant and it is worth the membership fee alone."

David Croft

## BRADFORD & AIREDALE MANUFACTURING ALLIANCE

Manufacturers in Bradford can contact Guy Foster for support on 07525 101348 or email [guy.foster@wnychamber.co.uk](mailto:guy.foster@wnychamber.co.uk)

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