

NEWS RELEASE

HydraForce shortlisted for Regional Export & Apprenticeship Awards 2021

HydraForce Hydraulics Ltd, Birmingham based hydraulic manufacturer, is delighted to announce that they have been shortlisted for both the Apprentice of the Year and Export Award at this year's Made in the Midlands Awards.

The company, which produces hydraulic valves and manifold systems, has been nominated for the Export Award of 2021, alongside six other local businesses. Despite the challenges of the pandemic over the past year, HydraForce has continued to grow its new product portfolio and strengthen its distributor network:

"Like all other businesses, we faced a challenging year in 2020, working with our UK and European partners to meet our customer demands" explains Christine Tolley, Head of Human Resources.

"We could not have achieved what we did without the loyal support and dedication of our employees. We are currently seeing unprecedented growth in our market and are working tirelessly to fulfil customer orders. Being shortlisted once again for this award, is testament to the success of the business and collaboration between all stakeholders."

The company's second nomination at this year's Made in the Midlands Awards goes to HydraForce's third year engineering apprentice, Ahmad Ford, who has been shortlisted for Apprentice of the Year 2021:

"When initially joining Hydraforce I was looking for a new career path to develop a more challenging and rewarding future. The opportunities I have been given by HydraForce, to not only work on but to lead business critical projects, only reinforces my belief that pursuing an apprenticeship with Hydraforce was the right decision" said Ahmad, after receiving the news of his nomination.

"At the start of this process, it was not my intention to search for any kind of critical acclaim and I feel greatly honored and humbled to have not only been nominated but also shortlisted for the Made in the Midlands Apprentice of the Year award" continues Ahmad. "Whether I am successful or not, I can only say that my desire to pursue a career in engineering has never been stronger and I look forward to continuing my development with HydraForce and progress to a foundation degree, then onto my full honours degree."

Ahmad is one of six nominees who will be competing for the award in July; with the other contenders shortlisted from other companies in the region including AE Aerospace and Sertec.

HydraForce has seen success at the Made in the Midlands awards in previous years, after being shortlisted for the Export Award in 2019, winning the Apprentice of the Year Award 2019, and achieving Manufacturer of the Year in 2016.

This year's award ceremony will take place on Thursday 15th July at The Burlington Hotel in Birmingham, where the winner of the award categories will be announced.

About HydraForce

HydraForce was first established in Chicago, USA in 1985. The Birmingham site is the European Headquarters of the business and is in its third factory since its establishment in Birmingham in 1988. It remains a privately-owned company, with manufacturing facilities across the world, including Birmingham, North America, Brazil and a manifold assembly plant in Asia.

The company designs and manufactures high performance hydraulic fluid power cartridge valves, custom manifolds and electro-hydraulic controls.

HydraForce's four-year apprenticeship scheme has run since 2004 and sees the apprentices study at Birmingham Metropolitan College full-time for their first year. In their second year, apprentices work on-site at HydraForce in different areas of the business, with a day release to college to continue their studies. The current apprenticeship scheme gives the candidates the opportunity to achieve their BTEC, with the company sponsoring them to go onto either HNC or Foundation degree.

*PR contact (Europe): Megan Tolley, PR & Marketing Co-ordinator,
HydraForce Hydraulics Ltd. Advanced Manufacturing Hub, 250 Aston Hall
Road. Birmingham. B6 7FE. Tel: 07522 222773.
Email: megant@hydraforce.com*

HYDRAFORCE HYDRAULICS LTD

Advanced Manufacturing Hub

250 Aston Hall Road

Birmingham B6 4RG

0121 333 1800