

PRESS RELEASE HLI74

## **New MD, expansion and sales growth outline bright future for Hi-line**

Hi-line Industries, a UK-based leader in the design, manufacture and installation of energy-efficient compressed air purification equipment, has appointed Steve Smith as its new Managing Director. Replacing Mike Thurlow, who has retired, Smith is part of the company's original team, joining as Marketing Director in 2000 when the business began trading. He has purchased Thurlow's 50% share of the business and is now busy making plans to drive even greater success at Hi-line.

The outlook is extremely positive for this innovative and progressive UK manufacturer. At year-end (31 July 2022), Hi-line showed 27% growth in like-for-like sales, underpinned by a record year for the company's N2 nitrogen generator systems and HPSA desiccant dryers, both of which have features and functions that provide notable market differentiation.

Keeping pace with growing order levels is driving expansion at Hi-line's Burton-upon-Trent headquarters and production facility. A new building extension is under design, but such is current demand that the company recently erected two temporary warehouse buildings simply to hold the additional materials required for dryer builds. Several six-figure projects are underway for completion before year-end.

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*“This company has come a long way since it began in 2000, but we can achieve even more,” says Smith. “We have new teams in the warehouse and service departments, which will help support our future growth in terms of both physical size and revenue. Despite our ambitions, however, the company’s founding principles will not change. Our experienced and qualified engineers will continue designing and building to the highest standards. We have great confidence in our high-quality workmanship and materials, which reflects in our five-year warranty. I’m very excited to spearhead our ongoing development in the coming years.”*

Hi-line is ISO9001 certified and a member of the British Compressed Air Society. The company also supports the ‘Made in Britain’ campaign, which highlights the passion around British-made brands and UK manufacturing. Hi-line’s broad range of energy-efficient compressed air equipment includes air dryers, nitrogen and oxygen generators, filtration equipment, condensate management/drains, and service kits.

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including photographic annotations)

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[www.enterprise-marketing.co.uk/hli/hli74.html](http://www.enterprise-marketing.co.uk/hli/hli74.html)

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*Steve Smith has been appointed new Managing Director of Hi-line Industries Ltd.*

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