

# Manufacturing Case Study



**DANGER  
FAST ACTING DOOR**



# Jaguar Land Rover



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## HISTORY

When JLR decided to build a brand new £500m plant to manufacture its new family of engines, the project was in need of rapid roll doors to maintain specific temperature and humidity levels within the manufacturing environment.

Union Industries, along with a host of other high speed door companies, tendered for the project.

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## PROJECT CONSIDERATIONS

As with all projects, cost was a major factor and Union Industries quotation was outside the project budget. However, as JLR know, the cost can be much greater than the price so when they conducted lifetime cost analysis for each of the tendered solutions, the total ownership cost of the Union solution was far lower than its cheaper competition.

Union's robust design, inherent quality and outstanding service & support – coupled with its unique 'Lifetime Warranty' – showed real savings in just over five years of operation.

The JLR Project Team were so convinced by the analysis they applied for additional funding to allow the Union Doors to be specified. Given the weight of evidence – which included proof of Union's fast acting doors being able to carry out well in excess of 1 million operations per year – the additional funding was authorised and Union Industries were awarded the contract.

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## PROJECT DELIVERY

Over 40 Union Industries fast roller doors were installed on time for phase one of the project. A bespoke colour scheme was specified by JLR along with full Building Management System (BMS) integration on the doors.

The project was completed flawlessly and led to Union being specified on the subsequent phase two project for expansion of the facility. JLR now have nearly 100 Union Industries high speed doors across the two Wolverhampton factories.



## OWNERSHIP COST

The first doors were installed in 2013. Other than routine servicing via Union's Lifetime Warranty scheme, the total cost of maintaining the original 40+ doors averaged at just £72 per door, per year!



# Union Industries Doors - The highest quality yet lowest cost solution



The cost of owning a budget priced door can be very high. Union doors are manufactured to a quality level, not to a price.

This philosophy pays dividends over the lifetime of the door and of course, should the unthinkable happen and the door gets damaged, Union's unparalleled service and support infrastructure is waiting to get you operational in the shortest possible time.

So the motto of the story is...

*“The bitterness  
of poor quality  
remains long  
after the  
sweetness  
of low price  
is forgotten”*

Benjamin Franklin, 1706 –1790.



Union Industries  
- An Employee  
Owned Company



Union Industries  
Angel's Wing, Whitehouse Street,  
Leeds, West Yorkshire, LS10 1AD  
United Kingdom

Telephone +44 (0)113 2448393  
Fax +44 (0)113 2421307  
Web [www.unionindustries.co.uk](http://www.unionindustries.co.uk)  
Email [enquiries@unionindustries.co.uk](mailto:enquiries@unionindustries.co.uk)