

'For Immediate release'



Issued: 01/05/2008

Next stage of green power initiatives for Redditch Company

With the Government's strong commitment to renewable energy, recently expanding the renewables target to 20% of electricity generation by 2020, local employer Redditch based Oakland International is leading the way with a number of energy saving initiatives during its 10-years in business, with their latest 'green' initiative being wind power.

Oakland International, as finalists in this year's Chamber of Commerce Herefordshire & Worcestershire 2008 Green Business of the Year Award, also The Growth Business of the Year Award and the Excellence in the Food & Drink Industry Award, is well aware of the company's environmental impact, so much so that as they have grown and expanded operations over ten-years of trading, instilling a 'green' growth philosophy throughout the whole of the company. The introduction of recycling schemes, replacing energy rich with renewable alternatives and increasing the use of clean eco-friendly alternatives, the company continues to thrive. Oakland and its expanding logistics and cold storage operations will continue, like many others in business around the UK, to affect the local, national and international environmental stage unless investment in new technologies is made. Oakland MD, Dean Attwell stated: "Oakland has a long tradition of environmental initiatives and forward planning to safeguard the company's future. Helping reduce Oakland's carbon footprint, a number of changes have already been successfully implemented including the reduction for our suppliers of their carbon footprint by up to 86% through the use of our case consolidation and pallet consolidation schemes operating from our Redditch based hub.

"In addition we have installed energy efficient chilling systems, invested and developed an on-site eco-friendly reed bed system to treat Oakland's waste water, along with a whole host of other successful recycling initiatives which continue to help the company improve its environmental performance. We are now looking towards wind power, using wind turbines to help us achieve Oakland's goal of becoming carbon neutral by the close of 2009. As a significant local employer we hope the installation of wind turbines will help us create a carbon-neutral site, secure Oakland's long term economic success and viability, and help the company stabilise the cost of energy in an increasingly volatile energy market."

Oakland's proposed wind turbines will provide the company with a source of clean, green renewable energy. Said Dean: "The wider benefits of the scheme encompasses an environmental education initiative for local schools, it will help identify the local area as innovative, forward-thinking and environmentally aware, and it will be a major contributor to the District Council's regional renewable energy target of 10% of energy generation by 2010 helping offset the emissions of thousands of tons of carbon dioxide per year.

“We are particularly keen on wind energy because it is the best form of renewable energy. We live on site and have been to visit other wind turbine installations to satisfy our personal concerns over issues such as noise and vibration - we were extremely satisfied with what we saw and we have no problem with the turbines being located next to where we live.”

At a national level, Britain has identified that it needs to take steps to ensure security of energy supply. Dean added: “Increasing dependence on decentralised energy will help steadily reduce the UK’s dependence on fossil fuels, remove the associated price volatility and secure our employees financial futures. We need to act now if we are to stay competitive in this fast moving national and international business arena.”



Image details: Oakland’s team celebrate ten years in business and look forward to the next stage of environmental innovation.

NOTES FOR EDITORS:

OAKLAND INTERNATIONAL

Redditch-based Oakland International Ltd is a local, family owned business specialising in the field of multi temperature, storage, picking, contract packing and logistics. Oakland International Ltd has a longstanding policy of community integration and commitment to environmental principles, being acknowledged through Local Hero Award Scheme, recycling initiatives and Business Commitment in the Community.

The company is firmly committed to informing the public on the progress of this development with plans in place, following feasibility studies, to begin a comprehensive consultation process.

RENEWABLE ENERGY

Wind energy is one of the many technologies to help reduce greenhouse gas emissions. It is the cleanest and lowest cost form of renewable energy available.

There are currently more than 65,000 wind turbines operating throughout the world supplying electricity to over 35 million people. The UK has the best wind resource in Europe, and at present, less than 3% of our electricity is supplied by wind energy compared to as much as 25% of electricity supplied by the wind in parts of Germany.

NATIONAL PRIORITIES FOR RENEWABLE ENERGY

The Government is committed to ensuring that renewable energy sources make an increasing contribution to UK energy supplies, with the target of seeing renewable energy resources supply 10% of UK electricity by 2010 and a further aspiration to double renewables' share of electricity to 20% by 2020. The UK also has a binding target under the Kyoto Protocol to reduce emissions of six greenhouse gases by 12.5% from 1990 levels in the period 2008-2012. The Government has an additional goal of a reduction of 20% in emissions of CO₂ from 1990 levels by 2010.

WIND DIRECT

Wind Direct was founded on the experience of three pioneering companies who began working in renewable energy in the early 1990's. The company is part of the Wind Prospect Group, which built the UK's second wind farm in 1992 and developed the first wind farm in a brown field site at Royal Seaforth Docks in 1998. The group has now consented over 1,000 MW of wind farms worldwide. Econnect provides electrical expertise, and was involved with 60% of wind farms constructed in the UK in 2006, giving it unrivalled global experience in the wind energy industry. The partnership is completed by specialist energy trader Optimum Energy.

Further information on Wind Direct can be found at www.wind-direct.co.uk or by contacting Laura Carse, Development Manager, at Wind Direct Ltd. Telephone: 01524 33031

Company details: Oakland International Limited
 Tel: +44 (0) 1527 596 222
 Email: sales@oakland-international.com
 www.oakland-international.com

For all press and media enquiries, in the first instance please contact:
Evopr.com t/f: +44 (0) 1299 266 149 e: enquiries@evopr.com w: www.evopr.com