



# Celebrating 80 Years!



From humble beginnings selling sheds and poultry houses, the Wernick family business has grown to be the largest independent manufacturer and hirer of modular buildings in Britain



## Q & A

with David Wernick

Chairman of the Wernick Group



### 1. What are you most proud of about the Company at present?

I am most proud of the dedication and commitment of all of our employees who have enabled me to turn my dream of what our Group should be like into a reality.

### 2. What do you imagine you would be doing today if you had not been involved with Wernick?

If I hadn't come into the Wernick Group I would probably be running a market stall in Covent Garden or Camden.

### 3. It's been rumoured that you were reluctant at first to invest in computers in the 90's. How comfortable would you say you are with modern technology today?

Without the assistance of computers, we couldn't run the Group at the size that it is now. However, people need to be reminded constantly that computers are an aid to running a business and not the Director in charge of all policy. We must never become like the comedy sketch from Little Britain "The computer says..."

### 4. What did you think of the business before you became CEO?

My Grandfather, Uncles and Father did a fantastic job in building up a highly successful, profitable and very solid company prior to my involvement. What I have done is taken the strong foundation that they passed on to me to create an even more successful company that we have today.

### 5. What do you believe to be the main reasons for the Wernick Group's continued success even during times of recession?

The major reason for the success of our Group is the dedication and hard work of our employees coupled with our enormously strong financial position. People want to be part of a winning team and when myself and my fellow Directors have created the framework for this, people then give back 110% of their energy, loyalty and dedication and having a shared goal in itself generates success.

### 6. Has it ever been the case that family interests did not align with business interests?

There has never been a conflict between the aims and aspiration of the Wernick family and the importance of the success of our Group.

### 7. How important is it for our operations to be environmentally responsible?

Environmental issues are of vital concern to everyone. The conditions that we are creating today will determine the quality of life for future generations. I am very proud of the commitment of our employees to create as environmentally friendly a Company as we are able.

### 8. How different do you think the business will be when the next generation of Wernick family takes over?

I have no idea where the next generation will take the Company. It is far too early to make a prediction. What I would say is that each generation must build upon the success of the previous generations, but we need people to bring fresh ideas to the table, not to slavishly follow the path that I have trodden. I would emphasise that I have every confidence in the abilities of the next generation.

### 9. How do you see the Wernick Group performing in 2015?

The Group should continue its growth pattern in both turnover and profitability in 2015.

### 10. What is the focus of the business moving forward?

The focus of the business must be to ensure its continued success in terms of both turnover and profitability and to continue to provide a positive environment for all of our staff as they wish to be part of a winning team. Success breeds success!

To finish with one of my favourite quotes: "Even if you are on the right track, you will still get run over if you don't keep moving forward".

Wernick Group | Sales 0800 18 18 22 | Hire 0800 51 55 55 | www.wernick.co.uk

## Did you know...

Wernick's buildings have been used all over the world, including France, Germany, Belgium, Italy, Russia, Algeria, Nigeria, Libya, Saudi Arabia, Qatar, the Sudan and the aptly named Inaccessible Island in the South Atlantic Ocean.



Previous Group Chairman Nathan Wernick owned an autograph from Fred Perry, the last Briton to win the Wimbledon men's singles title before Andy Murray in 2013.



David Wernick once sought employment in a local garage over his school summer holidays instead of working in the family's factory. His reason? He wasn't getting paid enough.

The Company's largest single export order came in 1977 and was a contract worth £2.5 million to supply and erect units to create a library for the University of Riyadh in Saudi Arabia.

Jonathan Wernick is the fourth generation of the family to work for the Group. Comment 'I always felt like I was growing up into the family business. It's kind of cool being the fourth generation of the family – although there are pressures. You've got to live up to expectations so you find you have to work twice as hard as anyone else. People expect a lot from you and you don't want to let your dad down.'





## 1934

In 1934 Samuel (Sam) Wernick, having made poultry crates, sheds and houses for his poultry business, places a sign outside his family home declaring 'Sheds For Sale - Enquire Within'. The business is born at 127 Waterloo Road, Wolverhampton.



## 1946

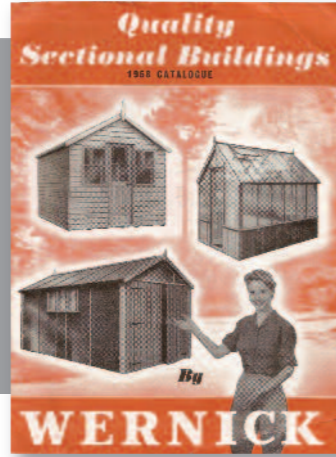
Despite a difficult start, Sam is pleased with the progress of the business and optimistic about its future, making it a Limited Company in the Autumn of 1946.



## 1952

In 1952 a new factory is opened in Billericay, Essex. Four years later another factory is opened at Brownhills, ten miles east of Wolverhampton.

By 1958 the Company's product range is vast, including sheds, workshops, garages and greenhouses.



## 1971

In 1971, the Board agrees to 'set machinery in motion for buildings on hire.' In 1974 a subsidiary is renamed 'Wernick Hire'.



## 1980

In January 1980 Wernick purchases Secometric, another timber framed modular building business with a more modern factory based in Wickford. Within months Billericay is closed and most employees are moved to the new site.

The acquisition lets the Company move away from having a set range of products and towards the 'design and build' concept of modular buildings.

The Group headquarters remains in Wickford today, although manufacturing stopped in 2000.



## 1989

In 1989 Wernick takes over Swiftplan, another rival modular building company this time specialising in steel framed buildings, based in Neath, South Wales.



## 1995

In 1995 the Wernick Group acquire Hallam Hire, beginning a chain of many acquisitions that follow. To date over £140 million has been invested into acquisitions, freehold depots and increasing the size of Wernick Hire's fleet.

Citycabin™ launched in 1997. Rapidplan™ 3000 steel frame volumetric building system launched in 1998.



## 2005

PK Accommodation is acquired in 2005, specialising in the refurbishment of modular buildings. Wernick Event Hire is launched at the beginning of 2006, specialising in supplying the event industry.

In 2007 AVflex™ site accommodation is launched. GreenSpace™ ECO range of accommodation launched in 2013.



## 2014

Today, the Wernick Group operates from 36 sites around the UK and employs over 550 people. It has revenues in excess of £85 million and profits in excess of £10 million.



## future>

Plans for the future include relocating the Group's manufacturing base and expanding the refurbished arm of the business.

Wernick's new modular building system, RapidPlan+ is planned for launch in 2015.

