

23<sup>rd</sup> October 2006

## Thirsty work for Atlas Ward

Atlas Ward Structures is currently working on an iced water building for Gerber Juice Company Limited, one of the largest soft drinks companies in Europe. The project was awarded to them by Main Contractor Pearce Group Ltd on behalf of Quantock Properties.

The project, known as 'Project Orange' is situated at Express Park in Bridgwater, Somerset. To date, Atlas Ward Structures have designed fabricated and erected Phases 1, 2 and 2.5 of this development which consists of over 2,500 tonnes of structural steelwork and decking and measures in excess of 544,000 sq ft.

The Soft Drinks Company also had a requirement to unite distribution and production on one site.

All of their UK Production is sourced from operating facilities in Bridgwater, where food manufacture has taken place in one shape or form since 1896.

These days, soft drinks are an essential commodity in the UK. We're drinking on average 200 litres per person, each year. This represents an increase of almost 50% over the past ten years. And, within the soft drinks market, the juice and juice drink sectors are experiencing the most dramatic growth of all.

What's more, market analysts believe that this trend is set to continue. The consumption of soft drinks per person in the USA for example is still double that in the UK. 'Project Orange' will enable this demand to be met.

Editor's Notes:

## About Atlas Ward Structures






Atlas Ward Structures Limited are one of the largest Structural Steel Fabricators in the UK. They design, fabricate and erect structural steel framed buildings in the Industrial, Commercial, Education, Residential and Health sectors.

Atlas Ward Structures Limited operates UK wide and is a subsidiary of Severfield-Rowen Plc – it's parent company, with a turnover of over £200 million.

Severfield-Rowen Plc acquired Atlas Ward Structures Limited on 1 April 2005.

## About Severfield-Rowen Plc

Severfield-Rowen Plc is the market leader in structural steel, and consists of the following major Group Companies:

-  Severfield-Reeve Structures, Dalton, North Yorkshire
-  Watson Steel Structures, Bolton, Lancashire
-  Rowen Structures, Sutton-in-Ashfield, Nottingham
-  Atlas Ward Structures, Sherburn, North Yorkshire
-  Steelcraft Erection Services based at Dalton, North Yorkshire

The combined resources of the Group of Companies have the design, engineering skills and experience to handle complex projects over a diverse range of sectors.

The Companies can facilitate the production of a wide range of steelwork packages, including projects requiring high added value engineering content.

## Proven Group Strengths:

- |   |  |
|---|--|
|  Performance and Value           |  Multi-Sector Presence        |
|  Project Completion Track Record |  Fabsec® Beams/Firebeam®      |
|  Capability and Flexibility      |  Plate Girders                |
|  Design Engineering              |  Stairs and Feature Steelwork |
|  Customer Focus                  |  Sections                     |
|  Health & Safety Record          |  Tubular Constructions        |
|  Financial Strength              |  Intumescent Coating          |

## Recently:

On the 3<sup>rd</sup> February 2006, Severfield-Rowen plc and Murray Metals Group ('MMG'), one of the UK's largest structural steel and specialist metal suppliers, announce the creation of a new joint venture company – Steel UK Ltd ('Steel UK').

The formation of Steel UK is a key strategic development for its founding members and results from the ongoing consolidation of the steel industry. Steel UK, which will be jointly directed by senior executives of Severfield-Rowen and MMG, is an amalgamation of end-user and distributor and, as such, will have a major synergy potential.

The two companies will remain independent and separate in their core operating fields of Constructional Steelwork Contracting and Steel Stockholding.

### About Pearce Group Ltd

Since it's formation over 80 years ago, Pearce has grown to become a key player in construction – not only in the South West but increasingly in projects across the UK.

In 1922 Charles Henry Pearce forms CH Pearce Construction in Bristol.

1948 – Pearce becomes the largest house builder in Bristol and the surrounding area.

1955 – Pearce signs framework agreement with the MOD for work on military camps and establishments across the South West.

1968 – Floated on the London Stock Exchange

1985 – CH Pearce merges with Crest Nicholson PLC

1986 – Pearce completes 250,000ft<sup>2</sup> European headquarters in Bristol for Hewlett Packard

1993 – Pearce delivers 800,000ft<sup>2</sup> Sony manufacturing facility in Bridgend, Wales.

1995 – Pearce delivers a £35 million pound project for the Newport semiconductor facility.

1996 – Formulation of specialist Pearce Retail and Leisure divisions following framework agreements with Asda and Whitbread.

2002 – Pearce forms a specialist Health division after winning preferred supply chain partner status with Procure 21.

2003 – Pearce signs management buyout from Crest Nicholson.

2003 – Pearce unveils share equity scheme for employees.

2004 – All group companies unite under Pearce Group Limited.

## About Gerber Juice Company Limited

Gerber Juice Company Limited produces most of the UK's and indeed Europe's leading juice products. These include ownership of: Sunpride, Southern Delight and Southern Gold. They also produce and package Private Label juice and juice drinks in the UK for many major supermarket and food retail groups. In addition to this many major brand owners use us to package famous names under contract such as Ocean Spray, Welch's, Libby's Organic, Libby's C, Um Bongo, Thomas the Tank Engine Juice drinks and Sunny D.

### **For further information contact:**

Emma Simpson, Atlas Ward Structures Public Relations Department,  
telephone 01944 710 421 / Email: [emma.simpson@atlasward.com](mailto:emma.simpson@atlasward.com)

### **Issued by:**

Public Relations Department - Emma Simpson, Atlas Ward Structures Limited, Sherburn, Malton, North Yorkshire, YO17 8PZ. Fax 01944 710 387

### **Photo:**

Photos are attached in JPEG format to the email. Named – 'Project Orange'.

### **Acknowledgements:**

|                        |                               |
|------------------------|-------------------------------|
| Ultimate Client -      | Gerber Juice Company Limited  |
| Developer -            | Quantock Properties           |
| Main Contractor -      | Pearce Group Limited          |
| Architect -            | Reid Architecture             |
| Structural Engineer -  | Arup & Partners Limited       |
| Structural Steelwork - | Atlas Ward Structures Limited |