



Patrick Hurst, MD at Whale Pumps Discusses..... 'Why recognition is important to us'



This is my first Ambassador Article and I want to start by commending Bill, Kevin and Philippa for bringing MLN back to life. It is especially important for me as a member of the SME business community that we have access to business insights such as those provided by the impressive line up of Champion Firms.

I have been asked to comment on our recent success in the Best Companies Accreditation and Sunday Times Top 100 Best Small Companies to Work for 2010 List. This recognition comes at an exciting time for us at Whale as we see a stream of new products being launched over the next two years.

Why is this recognition important to us?

The best answer I can give is - good people deliver good results.

And we have been able to provide the hard evidence to back this up! Despite the recession; Whale has started off 2010 significantly stronger than any previous year in the past 60 years. This result is a testament to the loyalty and support that all our employees have given the business especially during the recent tough economic conditions.

The highlight for me is the commitment of our entire staff, who were both innovative and generous in both their ideas and their sacrifices to work with us through some very tough and difficult decisions during early 2009. Ideas on cost savings, improved efficiencies and even better working practices all flowed from our employees in every area and at all levels. It is a great encouragement to the leadership team as we believe this is in response to our policy of openness and transparency about the business and investing time and effort in building a well skilled and knowledgeable team.

As a result of the Best Companies rigorous assessment and feedback process we readily recognise there is room for improvement and have some pointers to the areas we should tackle. That alone is tremendously valuable as it gives us a 'fresh eyes' view of where we are and where we need to be.

Having recently increased the workforce by 30%, ensuring the values of the business are maintained will continue to be one of the greatest challenges for the Leadership team.

Mike Mills, Chairman of Whale says 'Very few companies achieve this accolade and it is a testimony to outstanding and open leadership in the business, coupled with the determination by all employees to succeed in very tough times.'

Munster Simms Engineering Limited, better known as their brand name Whale, is a key player in the leisure marine, caravan and shower drainage industries. The company specialises in the design and manufacture of water and waste products including manual and electric freshwater, bilge and waste pumps, Quick Connect plumbing systems, faucets, showers and accessories. Munster Simms combines innovative products with excellent customer service to supply manufacturers. The company exports internationally and has a worldwide distribution to retail network. Whale is an ISO certified company.