

East Midlands Coatings announce new directors

Leicestershire-based East Midland Coatings Ltd (EMC) have announced that they have appointed Aron Hicklin and Alan York as the newest directors of their company.

Hicklin has been promoted to Quality Assurance and Technical Director, whilst York has been appointed as the new Sales and Marketing Director.

Hicklin joined the company over 12 years ago as a sprayer on the shop floor. Since then, he has worked his way up through the company in a variety of roles, prior to being appointed as a director. York has been at EMC since December 2011, and at 25-years-old he was rewarded with his directorship role.

York explained: "I had just left University in 2011/12 so my mother, who worked at EMC got me a job in the factory where I was doing general labour. Originally, it was supposed to be a temporary deal, but EMC must have seen something in me and brought me into the office environment and used me in that way. Since then, it's been a great experience for myself."

The decision was made when EMC's current Production Director, Mike Freer and Sales Director, Steve Moore revealed that they would be reducing their presence within the company as directors. The announcement also reassured Hicklin and York of their value to the company and has given them more responsibilities on a day to day basis.

Hicklin and York were influential in getting EMC TS16949 accreditation. This quality standard has provided EMC with a number of benefits to their internal operations and generating sales leads. The immediate improvement within company efficiencies has highlighted Hicklin and York's increased presence and value to EMC.

York stated: "We are more involved with key decisions. Now we are directors, we get to see the finances of the company. So with that added responsibility we now have influence on what, where, when and how we can invest to benefit the company."

EMC's new directors have revealed plans to invest in the future of the business, as York concluded: "We're always looking for new developments in the coatings world, such as new technologies whether it be a coating itself or a new application system. Like most ideas, it will all be customer driven. When the demand is there, we will be flexible. We pride ourselves on our flexibility as a company, whether that be through leads or our processes."
