

Nominee: Dataracks

Nomination title: A leadership position created from going greener!

Cambridge-based award-winning company, Dataracks, is one of the UK's leading suppliers of Data Centre equipment solutions. They design, produce and install everything from server racks/cabinets and security equipment through to integrated hot/cold aisle containment and leading-edge Micro Data Centres all designed to reduce their clients' energy usage and costs whilst increasing efficiency.

As well as enabling a greener impact for their extensive roster of clients, Dataracks pride themselves on their own green credentials - quite a coup for a company that basically works in steel, glass and plastics. They are generally regarded to be one of the very lowest carbon producers in the industry globally and their vision is to be completely carbon-neutral inside the next 3 years.

And now Datarack's green efforts have been recognised with the company recently short-listed for an East of England Business Award from the FSB for its strong commitment to minimising resource consumption at its factory, and for using only re-cycled, recyclable or biodegradable materials in its products.

It is an ethos which is not only environmentally positive but there is a serious business benefit too. The company is a supplier to some of the world's largest brands - a major broadcaster, a huge mobile network operator and probably the world's largest online retailer. Speaking upon receiving news of the short-listing, Managing Director Jeremy Hartley said 'Increasingly companies of this scale have serious environmental ambitions themselves and prefer to deal with suppliers who can demonstrate credible achievements in reducing their carbon-footprints. This is becoming a key differentiator in an incredibly competitive marketplace and Dataracks are now leveraging our leadership position on environmental issues to maximum effect. This Award short-listing just adds important weight to our positioning and we are delighted to receive it'.

Dataracks' green credentials are impeccable; in the last few years they have adopted a whole range of changes at their factory to reduce their own energy consumption and deliver carbon emission savings. These include:

- solar-powered manufacturing capability delivering 150Kw of power in sunny conditions;
- a total waste and water-recycling system capturing over 100 litres of clean water per day;
- a procurement strategy which means they only work with suppliers who offer a high percentage of recyclable content in their products
- a 100% recyclable policy on all materials consumed at the factory;
- removing old and used racks and equipment from client premises during re-fits and ensuring that the material is recycled;



- offering a free charging point for staff owning electric cars (the MD himself drives a 2 seat electric Renault Twizy car to the office);
- the company is a keen supporter of the cycle-to-work scheme providing facilities to encourage cycle uptake and usage

Over the last 5 years the company has achieved energy savings of almost 37% per year and reduced CO2 emissions by approximately 26 tonnes per year across all these initiatives. In addition to these carbon savings, Dataracks have also engaged in a tree and country hedge planting program on their 7 acre site helping to remove further CO2 from the local atmosphere and supporting the bio-diversity in and around their home base. The company looks forward to seeing its environmental initiatives on its estate, blossom into a diverse and teeming natural habitat.

Constant improvement in energy and carbon savings is a key aim for the company going forward. The management team believes that achieving carbon neutrality will enhance the company's already strong market positioning as a manufacturing innovator and sustainability leader and deliver further competitive edge in the longer term. This was reinforced recently when global IT company conducted a benchmarking exercise across 5 cabinet suppliers, including some of the largest players in the market, and rated Dataracks as clear first choice on all key criteria (and intends to approve them as a major EMEA supplier) citing the company's green initiatives as a crucial differentiator.

Overall we believe Dataracks has carved a unique leadership position in the DC world through its green initiatives and this enlightened policy, we feel, fully justifies the company being considered for the award of DCS Facilities Vendor of the Year.

Why nominee should win

- Dataracks' green credentials are probably the best in the industry world-wide;
- their environmental achievements and reduced carbon footprint are proving a key differentiator especially with global brands;
- Dataracks are winning key business orders thanks in large part to their green initiatives;
- The DC business generally is energy consuming and the Dataracks' carbon and energy reduction initiative helps offset potential public criticism of the industry;
- their sustainability programme is just so in tune with much contemporary thinking on companies playing their part in saving the planet.