

Turnover doubles for technology provider

[Aug 4 2008](#) By [Steve Pain](#), Technology Editor

West Midlands company Install Automation says it has notched up 30 per cent year on year growth – more than doubling its turnover in two years.

The firm is also predicting a rosy future, expecting to again double its turnover in the next two years, and triple the size of the company by 2011.

Install Automation is a Birmingham-based custom installer and technology provider working on wide-ranging projects from two bedroom houses up to 26,000 sq ft properties, with project sizes typically between £20,000 to £300,000. Originally a UK-only company, Install Automation now also serves both Eire and Northern Ireland clients, a major contributing factor to its healthy annual growth.

Commenting on the firm's growth, managing director Adam Kent said: "The custom install market as a whole is experiencing rapid growth.

"IT, AV with high definition TV and high tech utility control are the driving force behind the market and we are seeing not only new properties adopting these technologies, but more and more existing properties via retro fits as well.

"These features are no longer considered a luxury, they are expected, and property builders, owners and developers alike are responding to our demands to live in an on-demand digital world.

"Clients no longer wish to see rooms full of equipment with cables trailing up and down walls. Also, despite the credit crunch, and perhaps even partly due to the credit crunch and the recent hike in energy costs, custom install is extremely popular with businesses and residential properties alike looking to take advantage of the immediate cost savings that, having convenient access and control of heating and lighting on demand, can deliver.

"Having the ability to control these utilities from any one room, even remotely, can save up to 60 per cent on the monthly bills, especially on large building such as; hotels, leisure centres and schools, and is increasingly becoming something that buyers are demanding in their search for new property."

Mr Kent added: "We have invested and continue to invest to improve and increase the functionality and flexibility of the automated solutions we provide.

“We are totally unique from our competitors by owning our own software and hardware solutions, this enables us to offer our clients bespoke functionality unavailable from elsewhere.

“By combining our control solutions with many of the leading manufacturers’ products we are able to create innovative and exciting systems that not only remove the need for dozens of remote controls but can also contribute to energy savings of in excess of 50 per cent in the home or business.”

He added: “The AV Racks division of Install Automation has worked extremely closely with Coventry University to develop a completely radical new range of storage solutions for AV components in the home and office which will be sold throughout the UK and Europe, and we have designed and manufactured our own range of in-wall PC control panels which will be launched shortly.

“We have also been awarded Yamaha Pre-Eminent dealer status and are approved as a Meridian designer.

“We also receive regular support from Business Link. By receiving grants from Business Link we have been able to take full advantage of the marketing medium, including the introduction of a superb and innovative new web site which provides our potential clients with the opportunity to experience our control interface. We are now also continuing to work with Business Link and its connected partners as we prepare to take the company public.”

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