

## Introduction

Hinton Perry & Davenhill is committed to minimising environmental impact, improving resource efficiency, and operating responsibly across all aspects of our business. Our approach to sustainability focuses on people, manufacturing technology, product performance, and environmental stewardship. We aim not only to comply with legislation but to lead through continuous improvement, innovation, and transparent reporting.

## People

- We provide a safe, healthy workplace with annual health surveillance for all production employees.
- All staff receive environmental and energy-awareness training to support responsible decision-making.
- We remain an active contributor to our local community, where we have operated for over 200 years.
- We promote resource conservation through reuse and recycling across all operations.
- Key employees are tasked with reducing annual energy consumption and improving efficiency.
- We maintain ISO 14001 certification across our factory and quarry.
- Internal sustainability and energy-efficiency committees monitor progress and drive improvement.
- We work with suppliers who demonstrate strong environmental practices.
- We retain specialist skills to manufacture heritage products for the conservation of historic buildings.

## Technology

- We continuously improve energy efficiency across manufacturing processes. All kilns and key motors are half-hourly metered to identify savings.
- Voltage optimisation, LED lighting and variable-speed drives have been installed across the site.
- Waste heat from kilns is recovered and reused in upstream drying processes.
- We are part of the **Hydrogen for the Ceramics Sector - Phase 2** project, trialling hydrogen as a low-carbon fuel.
- We are developing oxygen-enriched and recuperative burner technologies to improve firing efficiency.
- We have partnered with Cambridge Carbon Capture on a pilot project exploring **CO<sub>2</sub> mineralisation** to create stable solid by-products.
- Over the last decade, we have reduced firing waste by 30% and packaging waste by 37%

## Products and Environment

- Manufacturing products with a very long design life with high durability that can be reused. The life expectancy of our bricks is 150 years plus and our roof tiles 100 years plus.

Dreadnought Works, Pensnett, Brierley Hill, West Midlands DY5 4TH [www.dreadnought-tiles.co.uk](http://www.dreadnought-tiles.co.uk) [www.ketley-brick.co.uk](http://www.ketley-brick.co.uk)



- In 2026, our Staffordshire Etruria Marl clay products achieved a third-party verified Environmental Product Declaration (EPD Hub registration HUB-6362). The EPD covers engineering bricks, clay pavers, quarry tiles, roof tiles, brick slips and specials, providing transparent life-cycle data for sustainable specification.
- Our products are manufactured in the UK using clay from our own Hollybank Quarry, ensuring material traceability and reduced transport impacts.
- We minimise embodied carbon through energy-efficient firing, heat recovery and continuous process optimisation.
- We support biodiversity through specialist products including bat tiles, swift boxes and moss tiles.
- We promote circular-economy principles by recycling all unfired clay and reducing clay volume through perforated product design.
- Our bricks and tiles contain no pigments or stains, eliminating water-pollution risks.
- We minimise packaging and use high-recycled-content materials wherever possible.

## Achievements since 2008

- Reduced CO<sub>2</sub> emissions by approximately **30%**.
- Installed a kiln heat-recovery system supplying waste heat to dryers.
- Improved thermal efficiency across all kilns.
- Reduced electricity consumption through voltage optimisation, LED upgrades, VSDs and micro-metering.
- Achieved high employee retention, with several staff exceeding 50 years of service.
- Reduced clay usage through perforated brick design without compromising performance.
- Introduced biodiversity-enhancing products for the built environment.
- Manufactured products for the conservation of historic buildings across the UK and internationally.
- Won industry recognition, including the **SME Decarbonisation Award** from the British Ceramics Federation.

*M. Bifield*

Mark Bifield  
Managing Director  
Date: 31st January 26

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