

Powering up the future

Monodraught, an innovator that has won international recognition for its array of environmentally conscious products, is one of HW's most exciting clients. **Nick Ryan** explains more

Monodraught is one of the most innovative companies of its generation: a market-leader that harnesses the power of nature to shape "the building environment" for the future.

The company's slogan is "Putting the wind and sun to work". It uses the power of the wind and the sun and manufactures low-energy products and ventilation systems for the building services industry.

And with a turnover that has leapt by nearly 60 per cent in just two years, and with several international awards to its name, Monodraught has an expanding client base that now includes the organisers of the 2008 Olympics in Beijing. Some of the company's latest products have now been ordered for use in the Olympic Village in China, as the games are intended to be "environmentally conscious". Other significant clients include NHS hospitals, police stations, local authority sports halls and ground-breaking eco-projects.

Monodraught is clearly on a roll as it boasts over 60 employees and a turnover that stands at £10.2m.

Wind of change

Driven by entrepreneur Terry Payne since 1974, Nottingham University elected Terry to be a special Professor of Nottingham University in 2005 in recognition of the contribution he has made to the natural ventilation and daylighting industry. Monodraught is one of HW's newest clients and promises to be one of its most exciting.

"Our mission is to invent, explore and design innovative products with visually appealing designs that optimise the use of the planet's natural resources," explains Professor Payne.

Indeed, Monodraught has been innovative since its inception. For example, its Windcatcher natural ventilation system was first launched back in 1982 and was followed by the pioneering SunPipe natural light system in 1995. Today, more than 25,000 SunPipe systems are sold in the UK every year, supported by a network of 30 showrooms and advice centres.

Most recently Monodraught pioneered a new range of Sola-wind products, designed to meet today's energy crisis and the need for micro-generation of electricity. Moreover,

its SolaVent natural daylight and solar-powered ventilation system won the Best Interior Product at this year's Interbuild awards.

Everybody loves the sunshine

Not only that, but thanks to Professor Payne it has practised what it preaches, harnessing natural resources to produce environmental benefits in its own offices.

"I believe we have an increasingly important part to play in the development of low-energy concepts for the building environment," says Professor Payne. "We have always adopted the policy of providing and producing well-designed and environmentally-conscious products, and we aim to continue to do so to meet the increasing needs of our society."

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"Terry Payne is rightly passionate about his business," adds HW partner and SME specialist Gary Heywood. "We recognised that Monodraught was an entrepreneurial, fast-growing company that could benefit from the specialist services and partner-led relationships that Haines Watts can provide. We are proud to be working with such a pioneering company.

"Indeed, I hope the services and support we provide enable Terry to do more of what he is very good at – innovating and exploring new products. It's a win-win situation. With HWs' advisory input, our experience of working with owner-managed businesses led by entrepreneurs such as Terry, and the technical back-up we provide with our accounting and tax services, Monodraught is set for continuing success in today's environmentally-conscious world." ■