

Revolutionizing Construction with Offsite Rebar & BIM

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Midland Steel: Pioneering Excellence in Steel Manufacturing

With over three decades of commitment to precision engineering and innovative solutions, Midland Steel stands as a benchmark in the steel fabrication industry. Known for their high-quality structural steel, their state-of-the-art facilities and skilled workforce ensure superior craftsmanship and reliability for diverse construction projects worldwide.

The Challenge: Expansion and Innovation

Founder Tony Woods is the driving force behind Midland Steel's growth, leading the company to significant innovations like the patented Fasterfix rebar solution and early adoption of BIM and robotic automated cells. However, balancing numerous innovation projects, ensuring team skillsets, and securing substantial funding were ongoing challenges.



Partnering with ReaDI-Watch: A Strategic Move

Recognizing the need for a refined RD&I strategy, Midland Steel partnered with ReaDI-Watch. The collaboration focused on building robust RD&I foundations and processes, streamlining grant management, and significantly improving efficiency.



Key Achievements Through Partnership with ReaDI-Watch

Optimized Grant Management: Transitioned from an ad-hoc to a streamlined process, reducing reporting time by 60%.

Dedicated RD&I Leadership: ReaDI-Watch has supported Midland Steel to nominate staff to lead RD&I initiatives.

Comprehensive Coaching: Enhanced the team's ability to plan and manage innovation effectively.

Industry 4.0 Initiatives: Developed strategies leading to a game-changing EIT funded project, disrupting and improving the construction supply chain.

Efficient Tax Credit Claims: Streamlined processes to qualify and gather necessary evidence, resulting in successful R&D tax credits.

Centre of Excellence: Strategic planning for launching a Laois-based RD&I hub for the construction sector.

Significant Returns on Investment

Midland Steel has experienced substantial short-term benefits including claiming R&D tax credits (worth over 15 times ReaDI-Watch fees), securing large-scale grant funding, and ensuring continuity in RD&I leadership.

Strategically, they are poised for the launch of an RD&I Centre of Excellence, embarking on projects to enhance the construction supply chain, and exploring Industry 4.0 initiatives.

Transform Your Innovation Journey

Join Midland Steel in leveraging ReaDI-Watch's expertise to conquer challenges and unlock unprecedented growth

in the steel industry. Achieve excellence with the right people, processes, and funding to drive your innovation success!

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