



wta group



Case study: Oxford Plastics

How Oxford Plastics energised their exports with sustainability as a core USP.





Who are Oxford Plastics?

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Oxford Plastics are a leading British manufacturer of on-site safety products, who have placed sustainability at the centre of their offering.

75% of their products are made with recycled materials and 100% of their products are recyclable or reusable for energy.

Their products are patented and used globally in the Construction, Utilities, Highways, Events and Industrial sectors.



“Our innovation ensures the continued growth of our business as we strive to make the future a safer, more sustainable and rewarding place for our colleagues, partners and clients.”
Oxford Plastics



How Oxford Plastics' exports are thriving



In placing sustainability at the heart of their R&D, Oxford Plastics have dramatically expanded their exports. Focusing on recyclability, transportability, repairability and durability in the design phase has meant OP have products which are market leading when it comes to the environment. They have then calculated the exact CO2e lifetime emissions of each individual product they produce, from the materials to the transit, to the end-of-life. So, customers have total emissions transparency.

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By comparing this data to the lifetime emissions of competitors' products, they have been able to demonstrate an **80% reduction in carbon emissions**.

Sustainability has become a core USP of Oxford Plastics, who have seen revenue on sales in the USA increase from roughly £200,000 in 2012, to an expected £5,000,000 in 2022.

- Scope 1 & 2: Direct emissions & power
- Scope 3: Indirect emissions



LowPro 23/05 Road Plate

LowPro 23/05 Road Plate Product Emissions		
Embodied material	395.0kg	56%
Embodied electricity	21.0kg	3%
In transit	282.5kg	40%
Installation	0.0kg	0%
End of life	1.0kg	1%
TOTAL	699.5kg	100%

57%

Midsized businesses in Britain that say sustainability is 'extremely' or 'very' influential in their decision making (Natwest, 2019).



"As our business grows, we're finding new ways to reduce our carbon footprint and create more sustainable products."
Oxford Plastics



WTA Group supporting success

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WTA Group are continuing to assist Oxford Plastics in achieving their international expansion goals.

With successful integration onto our digital Control Tower tool which contains a CO2 tracker, they're able to acquire even more granular data on the logistical emissions of their products. We're then working with Oxford Plastics to reduce these product emissions further, through supply chain optimisations and exploring carbon offsetting options.

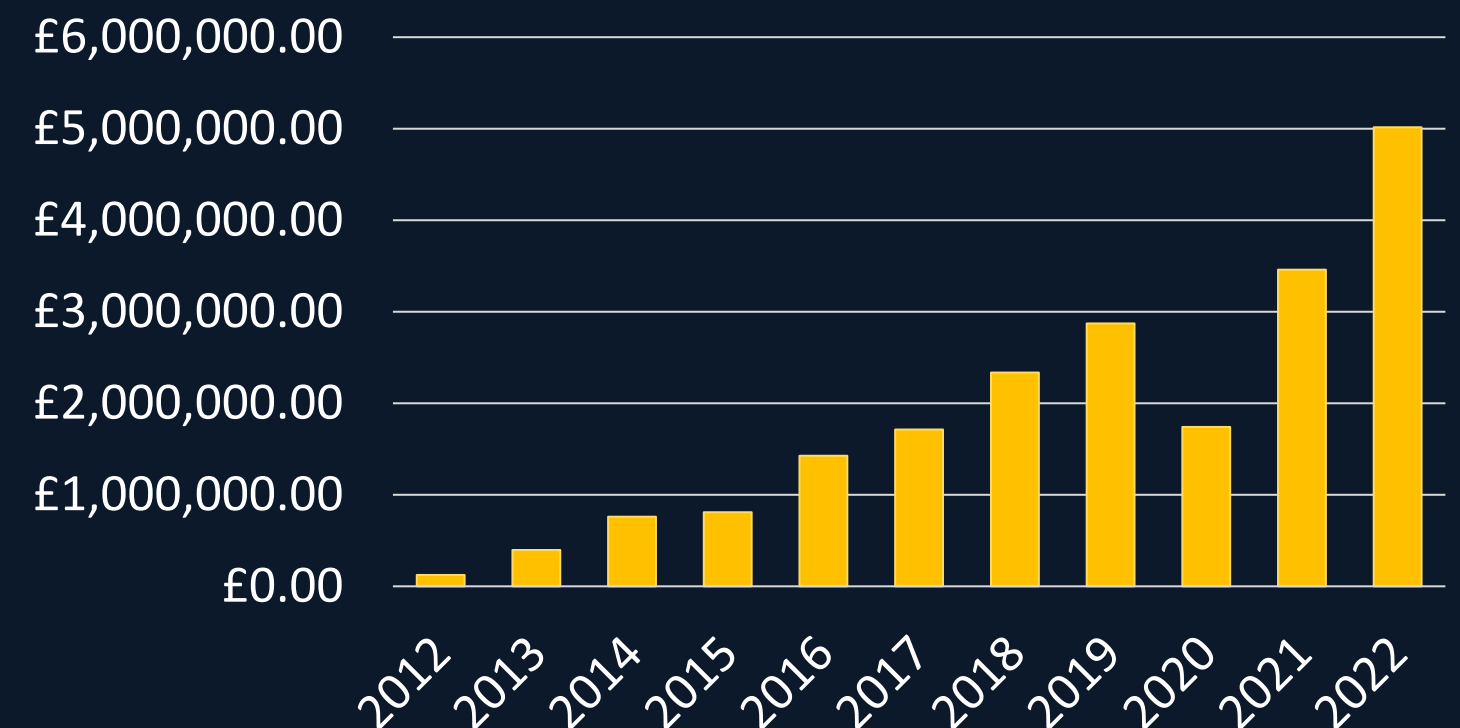
Our logistical experts across all the major trade lanes, and our partners with local expertise dotted across the globe, mean that we're supporting them with expansion into their next big target market: Australia and New Zealand.

We understand every business is unique. As such, we passionately believe in a collaborative relationship with all our clients, to build a supply chain which perfectly suits their needs. Only that way can a supply chain become a genuine competitive advantage of an international expansion story.

Oxford Plastics shipped approximately 250 containers to the USA in 2022, and 15 to Aus/NZ



US Market Revenue



"At WTA Group, we're extremely proud of our 10-year relationship with Oxford Plastics, having supported them on an exciting export journey, which has seen international sales become a huge portion of the business."

Thomas Kuehn, WTA Group Director & EMEA Managing Director





Exporting out of economic turmoil

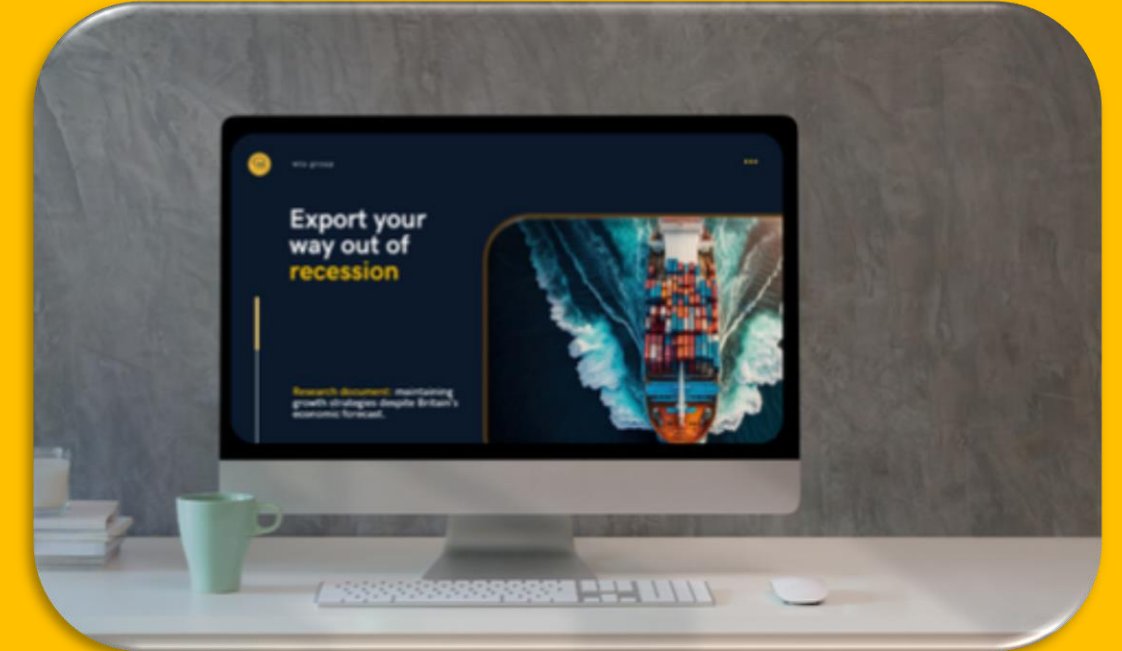
In these turbulent political and economic times, exporting for the first time, or expanding your export strategy could be the ideal way to build resilience into your business.

At **wta group** we've commissioned a whitepaper, exploring the biggest exporting opportunities available right now for British businesses. It also includes guidance on how to choose a new export market and some hidden advantages that only British businesses can exploit on the world stage.

It's available for free below.

[Read now](#)

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Catherine Godwin
Export Development Manager
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After 20 years in the business, here isn't much Catherine doesn't know about logistics and how to deliver extraordinary customer service.

Catherine is passionate about helping businesses start or streamline their exporting efforts. If you too want to take advantage of Catherine's specialist knowledge, get in touch.



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Contact Us

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Keeping businesses moving.

The wta group

