

PRESS RELEASE HLI75

Hi-line: supporting the local community through sport

As part of its environmental, social and corporate governance (ESG) agenda, Hi-line Industries, a UK-based leader in the design, manufacture and installation of energy-efficient compressed air purification equipment, provides extensive support for the sporting community in the Burton upon Trent area. The company is a main sponsor at both Burton Albion Football Club and Burton Rugby Football Club.

Hi-line Industries, which has its headquarters in Burton's Green Street, is a member of the British Compressed Air Society and also supports the 'Made in Britain' campaign, highlighting the passion around British brands and UK manufacturing. The company's broad range of energy-efficient compressed air equipment includes air dryers, nitrogen/oxygen generators and filtration equipment.

A local and national success story, Hi-line showed 27% growth in like-for-like sales at its recent year-end (31 July 2022), underpinned by a record 12 months for the company's N2 nitrogen generator systems and HPSA desiccant dryers. Hi line feels it has a responsibility to return some of its profits to the local community, and what brings people together more than sport?

At Burton Albion Football Club, Hi-line is currently sponsoring defender Tom Hamer, the club's highly popular 22-year-old right back, for the second season in a row. The company also provides match sponsorships at Burton Albion, which was formed in 1950 and currently plays in League One of the Football League. In addition, Hi-line regularly sponsors the 'man of the match' and takes an executive hospitality box at the club's Pirelli Stadium, providing yet more income for the club.

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Hi-line's extensive sponsorship and support programme is similar for Burton Rugby Football Club, which has origins dating back to 1870 and is currently Staffordshire and Derbyshire's highest ranked senior rugby club, playing in the Midlands Premier division. The company is the main shirt sponsor for the first team, a Patron member and has an advertising board at the club's Battlestead Croft ground.

"We take our corporate and social responsibilities very seriously at Hi-line," states Managing Director Steve Smith. "The company is very proud to be based here in Burton, which has been the perfect location to grow our flourishing business. It's only right, therefore, to show our gratitude and commitment to the town by supporting some of its community treasures. The town's football and rugby clubs provide pleasure to thousands of local people on a weekly basis, but they need funds. Hopefully our support goes some way to ensuring that our local sporting heritage is maintained for many years to come."

To keep pace with growing order levels, Hi-line is currently in the process of expanding its Burton production facility with a new building extension. The company has several six-figure projects to complete before year-end. They also participate in the BCAS apprenticeship scheme and are currently looking to take on more apprentices from the local area, with positions available immediately.

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General Information

Supplier: Hi-line Industries Ltd

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Downloads: The press release text (MS Word and PDF format) and images are available for download at:
www.enterprise-marketing.co.uk/hli/hli75.html

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For the second season in a row, Hi-line Industries are sponsoring Tom Hamer, Burton Albion's highly popular right back.

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Hi-line Industries are main shirt sponsors for the Burton Rugby Club first team, currently Staffordshire and Derbyshire's highest ranked senior rugby club, playing in the Midlands Premier division.

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