



RMD
KWIKFORM

CELEBRATING 90 YEARS OF ALTRAD RMD KWIKFORM:



A TRIBUTE TO OUR LONG SERVING EMPLOYEES – DENISE HOLLAND

Altrad RMD Kwikform is proud to be celebrating its 90th anniversary this year - a milestone that offers a moment to reflect on the people who have driven the company's growth and evolution over the past nine decades.

Behind every successful project, every innovative solution, and every satisfied customer stands a dedicated team whose talent, passion, and hard work have shaped Altrad RMD Kwikform into the company it is today.

Denise Holland, Global Procurement Manager, has a career with Altrad RMD Kwikform that spans over three and a half decades. She shares her journey from Clerk Typist to Global Procurement, and reflects on how the company has changed, and why she's stayed loyal for more than three decades.

Denise's journey

"I started working for RMD 36 years ago when it was GKN Kwikform Limited based in Hay Mills. This was when there was an in-house factory that produced all the system scaffolding (Kwikstage). Subsequently the factory was closed down and manufacturing moved to the Middle East.

"One of the Directors at that time, Hugh MacDonald, asked me to transfer over to Rapid Metal Developments when the lovely gentleman Jim Fletcher was the MD. We had a quick chat and that was that I commenced buying for UK Operations.

"We merged, de-merged, became Altrad RMD Kwikform, and changed our operating models more times than I can count, which have all come in response to market shifts, external consultancy input and ownership changes. When I joined the company, I was a Clerk Typist, manually typing Purchase Orders on an electric typewriter. My then boss Paul Billington (we still send each other Christmas Cards and annual news updates) encouraged me to study. That advice I took on-board and benefitted from the company paying for my studies to advance into my current role."

Moments to remember

"I'd say one of my favourite moments was when Princess Anne visited the company after we won an award. I always remember the lovely flowers that RMD had arranged for that event, definitely one to remember.

"Over the years, I've had the opportunity to visit our overseas suppliers, see factory processes firsthand and meet the people behind the names on my screen. Supplier relationships are everything in my role and seeing how

they've evolved, especially with our Scorecard programme has been really rewarding.

"One of the best changes has been the move toward virtual connection. Teams has made it easier to put faces to names and it helps to streamline operations, especially when you need to make quick decisions."

The evolution of the business

"The world we work in today is completely different to the one I entered. When I started, around 80% of our equipment was made in the Black Country. This has evolved over time and has allowed us to expand our operations overseas.

"There's been branding changes, a noticeable increase in women in the industry and cycles of international expansion. Let's not forget the range of product lines, especially in our ground shoring offering. Despite all of these upgrades, we're still at our core, a company that provides smart engineering solutions, just on a much bigger, faster and tech savvy version of it.

"Technology has revolutionised the way we operate. We've gone from the buzz of the telex machine to SharePoint, digital visualisations and now AI tools are changing the pace of everything we do. It's been a big shift, but one that's kept us ahead of the curve."

Why long service?

"If you're in it for this long, it has to be more than just a job. I've worked with brilliant colleagues, made lasting friendships and shared a lot of laughs. I've also had the support of the business when I needed it the most and that goes a long way. If I were to go back to day one, I'd tell myself to roll your sleeves up, take your vitamins and never lose your sense of humour.

"If you want opportunity, variety, challenge and a solid group of people to work with, you will find it here. I feel like working here creates a real sense of purpose, no two days are the same. I feel proud of my journey so far and I'm excited to see where it comes next."