



# PROUD TO SUPPORT MAKERS, CREATORS AND INNOVATORS

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Peter Bruch, Managing Director, AE Aerospace

## AE AEROSPACE

AE Aerospace was established in 1996 to service the aftermarket needs of the aerospace industry. Since a Management Buyout in 2013, under the guidance of Managing Director Peter Bruch and team, the business has successfully increased their sales 7-fold, tripled productivity and grown its workforce.

A continued track record of growth has seen Peter pick up the IoD’s Director of the Year Award for Innovation in 2019, relocate to larger facilities and invest in new machinery.

For AE Aerospace, one of the major challenges was finding a trusted organisation to support the business as it progressed along this journey. Make UK’s position as an honest broker for HR and Health and Safety services meant the senior management team could focus on growing the business whilst relying on practical actionable advice from a trusted provider.

Peter reflected, “I believe that it is the parallel way in which both of our businesses continue to move forward that ties us together.”



## LISTENING TO WHAT MEMBERS HAVE TO SAY

As a member of Make UK (formerly EEF), Peter has watched the organisation evolve. He has been a great supporter of the 'superb' services available to deal with business issues such as HR and legal, but was very mindful that, as the industry moved forward, the support services required would need to advance as well.

In addition to the HR and employment law, connecting with others in the industry plays a big part in the membership portfolio for AE Aerospace. Peter is especially impressed by the calibre of people Make UK can attract to their round table events. "When trying to make a name for yourself and establish your brand with finite resources, Make UK's events are invaluable to SMEs."



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## PRODUCTIVITY, PERFORMANCE AND COST

Peter sees the future of manufacturing as very positive, with some sectors proving to be more resilient than others. "Demand is still out there, sometimes it's easy to find and sometimes you need to go looking for it," he said.

"Whatever the situation, businesses need to ensure that they are in the best possible position to move forward. We need to keep productivity, performance and cost front of mind – sometimes these things can get forgotten. We hear a lot about the lack of investment, but companies can't just keep spending outside of their natural business cycle, they need to be producing as well."

In order to keep producing there is a need for skills and labour and AE Aerospace are keen that any new recruit should fit in with the company's 'can do' culture.

## ACCESS TO STATE-OF-THE-ART TRAINING FACILITIES

With a workforce of 63 people, Peter is proud that just over 10% of employees are trainees, either apprentices or improvers. "We make precision machined components, manufacturing everything from a small specialist washer to complex prismatic bodies to 1.25m long, fabricated engine mount struts."

This year AE Aerospace has another two 16 and 19 year-old apprentices starting their manufacturing journey at the Make UK Technical Training Centre, in Aston, Birmingham. "We prefer to take our apprentices at this stage, so that we can guide and support them, and Make UK provides us with state-of-the-art training facilities."

When asked how Make UK could further support AE Aerospace, Peter replied, "Make UK – Keep doing what you are doing."

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