

Challenges:

Paula Rosa Manhattan has a long history of sustainable business development, first formally committing to the Climate Change Act in 2008 through the implementation of an environmental policy and setting objectives to reduce climate impact. Now, the company has a carbon-neutral manufacturing plant and has set carbon reduction targets in line with the SBTi.

One of the most significant challenges has been to reduce CO2 emissions within its owned distribution fleet. Initially, the company focused on battery electric options but quickly realized that this was not currently a practical solution. The School provided valuable insight into the use of hydrotreated vegetable oil (HVO) as a stepping stone between standard fossil fuels and zero-emission fuels. While there is an associated carbon emission, it is biogenic, meaning it does not add to the existing atmospheric CO2. Paula Rosa Manhattan now has an HVO utilization of 84%, which is keeping the company on track.



Impact:

The cost and availability of HVO have had the biggest impact on Paula Rosa Manhattan as an organization. HVO initially being 5% more expensive than forecourt diesel and national coverage being prohibitive to “filling up” on the road presented challenges. Engaging with the School and using the documented resources and studies into the use of HVO gave the decision-makers the necessary detail to see that the cost impact versus the environmental benefit was worthwhile. It also helped determine the storage requirements of the material so the company could install its own fuel tank.

Paula Rosa Manhattan has since set up a refuelling agreement with an approved provider who can monitor usage, ensuring continuity of supply. This is essential in maintaining progress with regards to moving away from fossil fuels.

Fact box



Company

Paula Rosa Manhattan (Dennis & Robinson Ltd)

No of employees

196

HQ

Lancing, West Sussex

Website

www.prmf.co.uk

Main contact

Lee Golby

Lee.golby@prmf.co.uk

Services

Manufacture, supply and installation of Kitchens and home furniture products.

About

Paula Rosa Manhattan is an established, trustworthy brand manufacturing in Sussex. We supply and install fitted kitchen furniture for national house builders, high-rise developers, and social/affordable housing providers, as well as direct to the public.

Resources:

Assessments - The assessments are incredibly useful for Paula Rosa Manhattan, allowing the company to benchmark against the industry, which was nearly impossible to do alone before this platform. The assessments also provide good insight into where the opportunities for improvement are.



Value gained:

Being a member of the School means Paula Rosa Manhattan is part of a growing community of organizations committed to making a difference by improving their performance in a measured way across the environmental, social, and governance challenges facing the industry. Being able to benchmark the company's performance against the School and sector average helps generate focus areas, drive improvement, and motivate staying ahead of the competition.

As a long-standing member of the School, Paula Rosa Manhattan has recognized the commercial value it brings through increased competitive advantage, the ability to tender for and win new business, and being better positioned to meet the increasing client requirement for demonstrable “sustainability credentials.” Membership has also provided cost-saving opportunities and more efficient processes through its Offsite and Lean manufacturing pathways. Improving and adapting the approach to TPM is a great example.

Future proofing:

Paula Rosa Manhattan fully intends to continue using the School as its main ESG information resource and to expand colleague registration and use. As the company transitions from addressing carbon challenges to developing a fairer and more inclusive workplace, it will consider the School a trusted friend on that journey.