



# Navigating the supply chain through innovation and personalisation

Renuware is a rapidly expanding company in the energy sector. It is dedicated to tackling supply chain issues, specifically in the areas of wind turbines, subsea operations, and offshore support vessels. Its people-oriented approach distinguishes it from others, emphasising personal interaction. By capitalising on its technical knowledge, the company provides customised training and works closely with manufacturers to extend the life of assets. PES learns from Craig Lowe, the company's Business Manager, about its readiness to adapt to client needs, which enhances supply chain efficiency and ensures relevance in a fast changing industry.

**PES: It's great to speak with you, Craig, to catch up on the latest news and views from Renuware. First of all, how is business currently?**

**Craig Lowe:** Likewise, thanks for having me. Business is great so far, our growth over the past two years at times has been difficult to keep up with. We didn't expect such a positive response to our personal approach to the supply chain.

**PES: The energy sector's supply chain is not without its challenges. How do you plan to help address these, particularly in relation to wind turbines, subsea operations, offshore support vessels, and platforms?**

**CL:** Having a technical background helps massively. We understand our products, and can back them up when needed, if it's just a general stock issue, in most cases we can offer an alternative.

When it comes to products and manufacturers, we like to take notice of innovation focused on prolonging the life of an asset that already exists. Because better products equal longevity. Like PropSpeed for example. A company that has developed a propeller coating for vessels, which not only offers substantial fuel savings, it also reduces certain stresses on the machinery

behind it, potentially extending its service life. All of this is backed up with real world data. That's what excites us.

We also work very closely with a group of couriers; all have their pros and cons depending on the requirements. As some of our materials are classed as oversized or dangerous goods, getting them to remote locations requires focus on the details.

**PES: Could you elaborate on Renuware's approach to offering people-based services within the energy sector? How does this differentiate your company from other service providers?**

**CL:** We believe people are the key to a great organisation. While there is amazing technology in the distribution world, we feel human interaction leads to a greater connection with our customers, resulting in successful transactions, and continued business.

A computer isn't concerned or interested about your urgent requirement, or a sudden change in a project's scope, but we are.

**PES: What technical knowledge and expertise does the business bring to the table, especially in terms of training and product demonstrations for clients operating in the energy sector?**

**CL:** Our background stems from expertise in advanced composite and coating solutions in the marine market. Our hands on approach with both customer and manufacturer enables us to feed real world user data back to the development point. Allowing for new products, or packaging design, to create a friendlier experience for the end user.

Product demonstrations play a huge role in this, as most of the time, while we think we are educating our customers, we usually end up learning something ourselves.

**PES: Can you provide examples of how you have collaborated with manufacturers to develop products aimed at increasing the longevity of existing assets in the energy sector?**

**CL:** So far, this has mostly come from bringing customers and manufacturers together, back to human interaction. We find most products are well up to the task, all offering their individual benefits, but tricky or timely application procedures may result in failure. So, we work to eek those out. Bringing out the best in the product, and the customers' ability to apply it and obtain the desired results.



Craig Lowe

**PES: It's important to ensure that your solutions align with the evolving needs and technological advancements in wind energy, subsea operations, and offshore infrastructure, isn't it?**

**CL:** Absolutely, we could provide the best service in the world, but if we do not have the right products, it doesn't really mean much. Our current learning phase of this industry keeps us fresh and versatile, allowing us to grow with new innovations and assist in introducing them into the market.

**PES: In what ways do you adapt its services to accommodate the unique requirements and challenges of different clients within the energy sector?**

**CL:** We always start with understanding the desired outcome. We find this leads us to noticing the changes in the sector. If we spot a number of the same requirements, it becomes a standard process, but often, most cases are unique.

**PES: How does Renuware use its expertise to optimise the performance and efficiency of offshore support vessels and platforms?**

**CL:** Relationships. We aren't the brains behind this complicated and ever-growing industry and will never pretend to be, but we know people who are, and when they speak, we listen. We use our connections, and own experiences to bring problems and solutions together.

Our expertise comes into play with an understanding of materials, how they work, how they react in different environments, and how real-world application differs from bench testing. With this knowledge, and the power of some very clever people, we believe that our future will include the development of some very exciting products.

**PES: Could you discuss any recent innovations or developments that have had a significant impact on improving the supply chain efficiency or asset longevity in the energy sector?**

**CL:** As a young company it's hard to tell what real effects our service is having. But so far, the feedback has been fantastic, and we believe we have the tools to be a major player and useful source for the industry.

**PES: Do you tailor your training programs and product demonstrations to the specific needs and skill levels of its clients in the energy sector?**

**CL:** Yes. Our clients have created their own individuality and need to protect their IP. So, we offer specific and isolated training, where they can feel comfortable asking the important and relevant questions that matter to their own processes.

**PES: Are there new developments in the pipeline that you can tell us about? What does the future look like?**

**CL:** We have a number of things we are working on, but currently the focus is on being relevant. This market has enormous potential, and we are becoming a key player.

As far as the future goes, we see ourselves building on the strong foundations we have created, using our platform to supply materials to offshore support vessels, structures and subsea applications. We already have some fantastic products that are relevant in those areas, so the possibilities are quite exciting.

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