

Taylor-made growth and technology keeps Jim in the mix



More than 20 years on, East London's **MixIt** is still leading the way

Concrete and cutting edge technology may not seem an obvious match but innovations have kept suppliers MixIt ahead of the competition for more than 20 years.

With London's construction industry recently forecast to grow by more than six per cent in the next year, new ideas are needed more than ever. Bow-based MixIt are part of James 'Jim' Taylor's Modern Mix empire, one of the biggest concrete companies in East London and beyond.

Look over the ever-changing London skyline and the chances are you'll be looking at a building which was supplied by MixIt. But it is bright ideas that have helped Taylor's company expand since he launched the firm in 1983 from a single site in Bow.

Jim is about to open his third site, in Barking, and launch a revolutionary new type of lorry called a Kaizen Mixer to do on site batching. This will make them the most flexible and modern fleet of mixing trucks on the roads. Kaizen is Japanese for good change and Jim's

expanding Modern Mix empire has been in the forefront of good changes for over two decades. When he started, his eye-catching trucks with the slogan Jim'll Mix It

MIXIT

were a common sight on London's streets servicing everything from patios to skyscrapers. Not surprisingly that catchphrase has been dumped but not Jim's ability to keep changing the business to keep up with - and ahead of - the times.

He now runs a completely paperless operation after introducing handheld ticketing machines for his drivers to process invoices, orders and receipts. His Cockney base is still the same complex within

the sound of Bow Bells and is the HQ for the admin as well as producing 100m an hour of concrete. But he now has a site in Tilbury contributing another

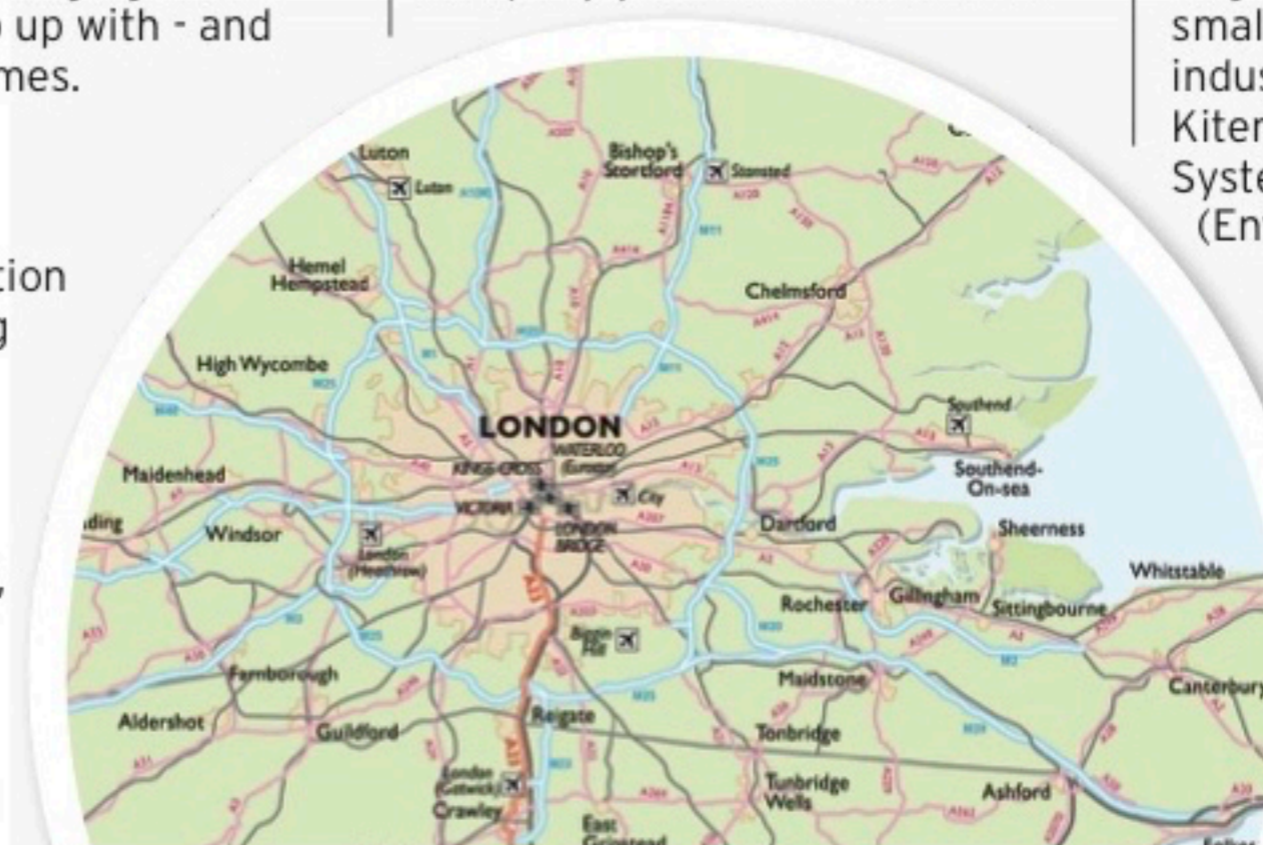
60m an hour and one about to open in Barking which will set the bar even higher, churning out an incredible 120m an hour. It means MixIt could be the biggest company you've never heard of

yet whose influence has shaped the London skyline in the past 20 years.

Jim said: "When we open Barking we'll expand our fleet from 25 to 40 trucks. "And we'll be trialling out Kaizen Mixers from April which will revolutionise the industry. "We are not a little company any more, we are a big company capable of big jobs and one of the largest concrete producers around."

It means they can provide screeds to ready mixed concrete for the largest building projects to the smallest, all backed by the highest industry standards including BS1 Kitemarks 9001 (Management Systems) and 14001 (Environmental Management).

The website, www.mixit.co.uk has its own concrete calculator for customers to work out how much they need. And lorries are electronically monitored so customers can find out exactly how far away they are at any time.



MIXIT

For further enquiries go to the website www.mixit.co.uk or ring 020 7538 2266