



## Project: Specialist web applications

Encraft used the Green Bridge funding to help support a new product development programme; developing and launching a new range of specialist technical web applications for renewable energy installers, manufacturers and distributors. The web applications help customers specify bespoke renewable solutions for their buildings, and automate installer business processes by making it quicker and easier to produce quotations and parts lists. This reduces the costs of doing business in the renewables sector and helps grow the market for everyone.

Encraft's new web applications are technically-rigorous and comply with all relevant national standards and methodologies, and are priced from £18 per month up to £500 per month for fully-hosted and professionally-designed solutions.

Since launching the products in March 2015, Encraft have made sales to significant customers in Leeds and London, and have a rapidly growing pipeline of business prospects across the UK, including from a number of international solar and renewables distributors.

“The Green Bridge funding will potentially help us take a leap and risk we’d been thinking about for several years, investing to transform part of our traditional engineering consultancy business into a product-based software and web applications business. We needed to recruit new staff and invest time in development work which we would otherwise have found incredibly difficult.”

**Matthew Rhodes, MD**