

# Pollywood

## BAU 2022

### PROJECT SUMMARY:

**INDUSTRY PARTNER(S):** Northern Powergrid, UK Power Networks

**INNOVATOR:** Pollywood Ltd.

**CHALLENGE:** Traditionally, wooden power distribution poles have been preserved using creosote, a chemical will eventually be banned. There are currently no viable alternatives, therefore, there is a need to find a replacement preservative or material that can be used instead of the traditional wooden poles.

**APPROACH:** Via an industry recommendation to the EIC, Pollywood Ltd. Produced a proposal for the development of an alternative to wood poles.

**OUTPUTS:** The development of a sustainable, ultra-strong wood pole manufacturing technique that reduces material use by up to 85% and has the potential to change the face of construction and open up a new lease of life for the British wood industry with a new sustainable, valuable material..

# EIC

Collaborate to innovate



**IMPACT:**  
**RADICAL**



### KEY BENEFIT:

#### ENVIRONMENTAL

Potential to save 90,000+ tree saved per year, eradicate the use of creosote & reduce CO2 emissions.



### ADDITIONAL BENEFITS:

#### SOCIETAL

Return of manufacturing jobs to Teesside when the business moves into full scale production.



#### FINANCIAL



### PROJECT VALUE

Total: £1.5m