



McDonald Water Storage

Hot Water Storage Solutions



BUSINESS PLAN 2025



1945 - 2025

OUR MISSION

To continually build on our reputation as the UK's leading water storage solutions specialist.

We will continue to measure this through our stakeholder satisfaction - customers, suppliers, employees and shareholders. This combined with continued growth and profitability.

INTEGRITY

To be honest with our customers and with each other in order to build trust and relationships. To treat all our customers and suppliers as we would want to be treated.

PARTNERSHIP

The company work as a team, between departments all giving and taking assistance and advice. This also includes working closely with our customers and supply chain. We respect each other and our customers and suppliers alike.

QUALITY

We practise total quality in every aspect of the business, from 100% accuracy in paperwork to the finished goods. We continually improve our manufacturing to ensure our products are of the highest quality and built to last.

AGILITY

We have the agility to demonstrate quick decision making, in response to customer needs and delivery requirements. We are able to adapt and provide a flexible approach, allowing us to make informed decisions quickly and efficiently. Our strength to adapt to the evolving requirements of both the business and ever changing water storage market.

INNOVATION

To be at the forefront of the hot water industry by developing new products and advancing existing systems through research, development and market awareness.

THE BENEFITS

By us all living and breathing the above the company culture will be maintained and lead to the following:-

- *Company growth and stability.*
- *Increased customer satisfaction.*
- *Increased job satisfaction working for a popular and respected company.*
- *Higher financial rewards and other fringe benefits, for all members of the team.*
- *Greater job security through investing profit back into the Company.*
- *Healthy, happy and safe working environment.*
- *The continued strength and stability of a successful independent manufacturer.*



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An independent British company, McDonald Water Storage manufacture Hot Water Storage Systems from a modern 25,000sq ft factory situated in Glenrothes, Fife. We are now into our 80th year and the 3rd generation of ownership by the Stewart family and have 3 family members working as part of the team.

In alignment with our values, for over 35 years we are proud to say we have never had to go onto shortened working hours or make anyone redundant.

WHAT DO WE DO?

What we try and achieve on a daily basis, is to provide a solution for our wide range of customers, to ensure they get the best and most efficient hot water storage system. We do this by being the most flexible manufacturer, with a dedicated, enthusiastic staff and management which ensure this happens.

Our product range allows us to offer a solution to almost any hot water storage installation, either by offering a standard off the shelf unit or by designing and manufacturing to the customer's requirements. With our core range of products manufactured in copper at our HQ in Glenrothes we also offer stainless steel cylinders using our supply chain partners.

Our POWERflow Unvented Hot Water System was one of the UK's original Unvented units and has been in production since 1992, now with our ECOflow variant we offer the most efficient unvented cylinders in the market.

Thermal Storage provides a means of low cost energy storage providing mains pressure hot water with our THERMflow, CUBEflow, MULTIflow and MULTIflow+ at the forefront of our production, allowing our customers to capture energy from nearly every heat source.

Our ELSOflow remains the only rectangular range available in the UK not only as a direct replacement to Elson tanks but also allowing customers to reduce hot water tank footprint by up to 27%.

On top of hot water storage tanks we are now able to offer our customers a wide range of cold water storage tanks by working closely with our new partner, Pure Water Storage. Another family owned/managed business who share the same core values as us.

Additionally the partnership we now have in place with Alto Energy, allows us to offer installers access to MCS accredited installations and heat pump training at our HQ.

Production of calorifiers for commercial and industrial installations continues to deliver around 30% of our annual turnover. Our main strength is the ability to manufacture to customer's design in the shortest lead times in the industry by carrying sufficient stock of raw materials. In addition, we have introduced an online sizing guide, to further provide assistance to specifiers and make McDonald stand out from the competition.

With the governments drive towards carbon reduction, electric heating is growing in popularity. Whereas previously the preferred option was a hot water cylinder with storage heaters, we now have a range of electric boilers including ELECTRAflow, ELECTRAstore and MULTIflow with flow boiler providing homeowners with an efficient hot water & heating system. These units allow energy to be stored as the lowest cost.

McDonald Water Storage are regarded as a market leader in terms of service and quality. We currently work under two ISO management systems; 9001 for quality and 14001 for Environmental. In addition to this we are the only manufacturer to continue to produce Vented tanks to the relevant British Standard.

What do we do?



McDonald
Water Storage



1940's

The company contributed to the war effort using 3 factories to build wings for Hudson bombers and other aircraft. Established in the plumbing trade in 1945, when we started manufacturing copper cylinders.

1950's

Financial instability saw the company bought over by the Inglefield Group who employed James R Stewart (late Father of Bill, Jamie and Grandfather of David and Rachael) as managing director in 1960.

1960's

Due to declining markets and a recession, the decision was taken to close the steel fabricating factory in Kirkcaldy and rationalise the entire operation into the Loughborough Road, Kirkcaldy factory - concentrating wholly on copper cylinders and soon after, acquiring the BSI Kitemark. The company bought its first computer in 1986.

1980's

Jamie Stewart took over as Sales Director to support Bill Stewart as Managing Director and James Stewart became chairman.

1990's

It was decided to pursue product specification by appointing two technical sales managers. The company website and emails were setup in 1996 one of the first in their industry to do so.

2000's

In 2004 The Company bought the Amada CNC Punch Machine, our biggest capital investment at that time.

In 2006 the company self funded and built a 10,000sq.ft. factory extension to accommodate increased sales.

2010's

More recently in 2018 Jamie Stewart became MD and David Stewart son of Bill, became Sales Director. The company took on a Divisional Director for England and to make it clearer to potential new customers what we do, changed our name to McDonald Water Storage and took on a full time marketing manager to spread the word!

2020's

In 2020 amid the Covid strife, we celebrated our 75 year anniversary. Despite the pandemic the Company pulled together to ensure continued growth launching 4 new product ranges along with a variety of investments including a relaunch of our website.

2021/22 was our most successful financial year in our history, backed also by the largest investments in plant and machinery for many years.

2023 we won the award of Best Fife Family business. We celebrated 50 years of ownership by the Stewart family and said farewell to Roy Peebles who worked with the business for 5 decades as Board Advisor.

2024 saw us achieve the ISO14001 Environmental Standard.

2025 we reached the 80 year anniversary milestone. We expanded our external sales team to the largest in our history, providing a wider sales opportunity.