

I.C.E Electronics Has Seen Rapid Growth

Since its inception in 2014, I.C.E. Electronics has seen steady growth year on year, and 2021 was no different. Despite the scarcity of semiconductor components and the effects of the pandemic starting to bite in other sectors, we are seeing a large increase in enquiries and orders. Our trajectory is trending firmly upwards for the foreseeable future.

It's been a busy 18 months and that's putting it mildly. The great component shortage may not be going anywhere any time soon, but that hasn't stopped the increase in demand for new sensor technology and engineering design services. Regardless of the supply setbacks suffered by everyone working in the electrical engineering field in the current climate, business at I.C.E. is healthy. We have some very interesting new projects to get our teeth into, as well as some funded joint projects with other market-leading businesses. [We announced our first standalone product](#) last year – the I.C.E. Wireless Link; a smart bit of wireless telemetry. We've also been granted funding to branch out into new markets. And that's before you take into consideration the increase in requirements from our established client base.

It's an exciting time to be a part of this rapidly expanding business, that's for sure.

Increasing Demand Calls for Speedy Recruitment

A big challenge with this kind of growth is effective recruitment. The company has doubled in size in the last year and every single one of us is pedal to the metal to make sure we're providing the very best service. However, we don't employ just anyone. [We take recruitment](#) very seriously and it's important to make sure people are a good fit for the team. Which means our members of staff are fully vetted from every angle. It's a time consuming, but essential part of hiring. We pride ourselves on high-quality work, which calls for high-quality employees. And we also have an internal dynamic that operates like clockwork, so additions to the team have to be able to slot right in and hit the ground running.

Naturally, once we'd started recruiting more staff, we began to think about the space around us. There are opportunities heading towards us from all directions, which is absolutely fantastic. So it seemed the perfect time to expand into larger premises.

A Character Building for a Company Full of Character

[The Waterscape](#) in Kirkstall is a hidden gem. Set back from the road, it overlooks the tree-lined canal and is close to the bustling Kirkstall Bridge and Kirkstall Valley Retail Parks. What's even better is we're less than a mile from Headingley Railway Station and [Kirkstall Forge](#) for people traveling by train. We also have onsite parking and there are multiple bus routes. It's the perfect place to host clients and other visitors. As well as being easy to access from all areas of Leeds and beyond for members of staff.

The Waterscape is a character office building – perfect for making our team and visitors feel welcome and at home. There are comfy sofas, an in-office kitchen, a technician's lab, goods-in and out, reception area and a dedicated meeting space. There's even a larger meeting room next door, for those projects that need more privacy. We're also thrilled to be on the ground floor, which means we have an outdoor area full of lush greenery. Perfect for a corporate BBQ in summer.

The new office has given us much needed room to install our separate departments with enough space to continue to grow over the coming years. We're really happy with our new location and we can't wait to continue to expand.

If you find yourself in Yorkshire, why not give us a visit? We're at

I.C.E. Electronics
Deck 1 The Waterscape
42 Leeds & Bradford Road
Kirkstall, LS5 3EG

We've also had a change in telephone number, so make a note of how to call us – **0113 345 3131**

To see photos of our new premises, please visit the website <https://iceelectronics.net/ice-electronics-office-move>