

SUSTAINABILITY: NET-ZERO INITIATIVE**FINALIST: Williams Jet Tenders**

Williams Jet Tenders is driving decarbonisation across the marine industry by integrating sustainable materials, innovative manufacturing, and low-carbon propulsion across the full life cycle of its products. A key initiative has been the adoption of recycled PET core material, delivering a 32% reduction in CO₂ emissions compared with virgin PVC while maintaining structural performance and recyclability. Complementing this, reusable silicone bagging for infusion composites reduces plastic waste by over 95%, enables lighter composite parts (up to 20% weight reduction), optimises fibre-to-resin ratios, and speeds finishing by up to 75%. Today, 70.5% of production employs this system, making Williams the UK's largest producer of infusion silicone-bagged composite boats for international markets.



The company has also introduced Hydrotreated Vegetable Oil (HVO 100) fuel for its diesel fleet, reducing operational CO₂ emissions by up to 97%, and launched the zero-emission Electric EvoJet, offering a fully sustainable alternative for luxury tenders. Life Cycle Assessments of the TurboJet 325 and DieselJet 415 models provide transparency across build, use, and end-of-life phases, enabling continual improvement and customer insight. Factory innovations include a rainwater-fed test pond and repurposed furniture, further reducing emissions by 2,700 kg CO₂e.

Williams' sustainability programme is supported by strong supplier collaboration with leaders such as Llewellyn Ryland, Scott Bader, INEOS, Cristex, and GRP Solutions, ensuring materials are optimised for performance and environmental impact. A dedicated sustainability steering group guides strategy, supported by a growing composites team and Life Cycle Assessment data.

These measures collectively deliver high-performance, low-carbon vessels while strengthening ESG credentials, reducing operational costs, and setting an industry benchmark. International recognition, including the Monaco Yacht Show Blue Wake initiative (2025), the King's Award for Enterprise in International Trade (2024), and the Sustainability Project of the Year (2024), highlights Williams' global influence in sustainable marine manufacturing.

Learn more at: www.williamsjettenders.com