



1 9 8 8

1988

and no one wants to pay for it. You can avoid them with
 use less electricity. It is simply a matter of avoiding
 Peak Hours from Monday to Friday. Use all the electricity
 you need — off Peak, and at week-ends.

THE PEAK—

What it means

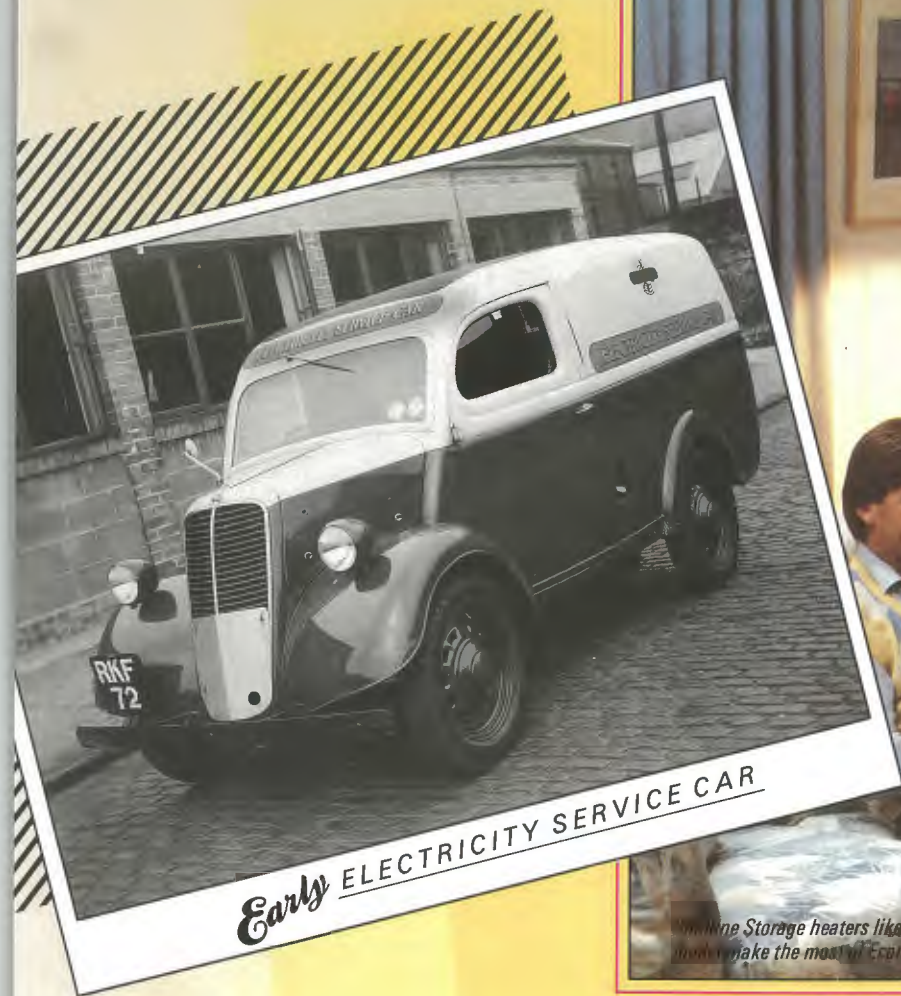
Power Stations have 'Peak' hours — just as buses and trains have 'rush' hours. They occur when, in addition to the essential needs of industry, the demand for electricity from homes, offices and shops becomes too heavy.

From Monday to Friday the usual Peak Hours are:

8.0 to 9.30 a.m. from October 1st to March 31st

and in addition:
 4.0 to 5.30 p.m. from Nov. 1st to January 15th
 During these times the factories must come first.

USE electricity-Off Peak!
 British Electricity



Early ELECTRICITY SERVICE CAR



Slimline Storage heaters like this Unidare make the most of Economy 7.

1948 **40** 1988
Years



Off-Peak Electricity advertisement. 1949

J a n u a r y

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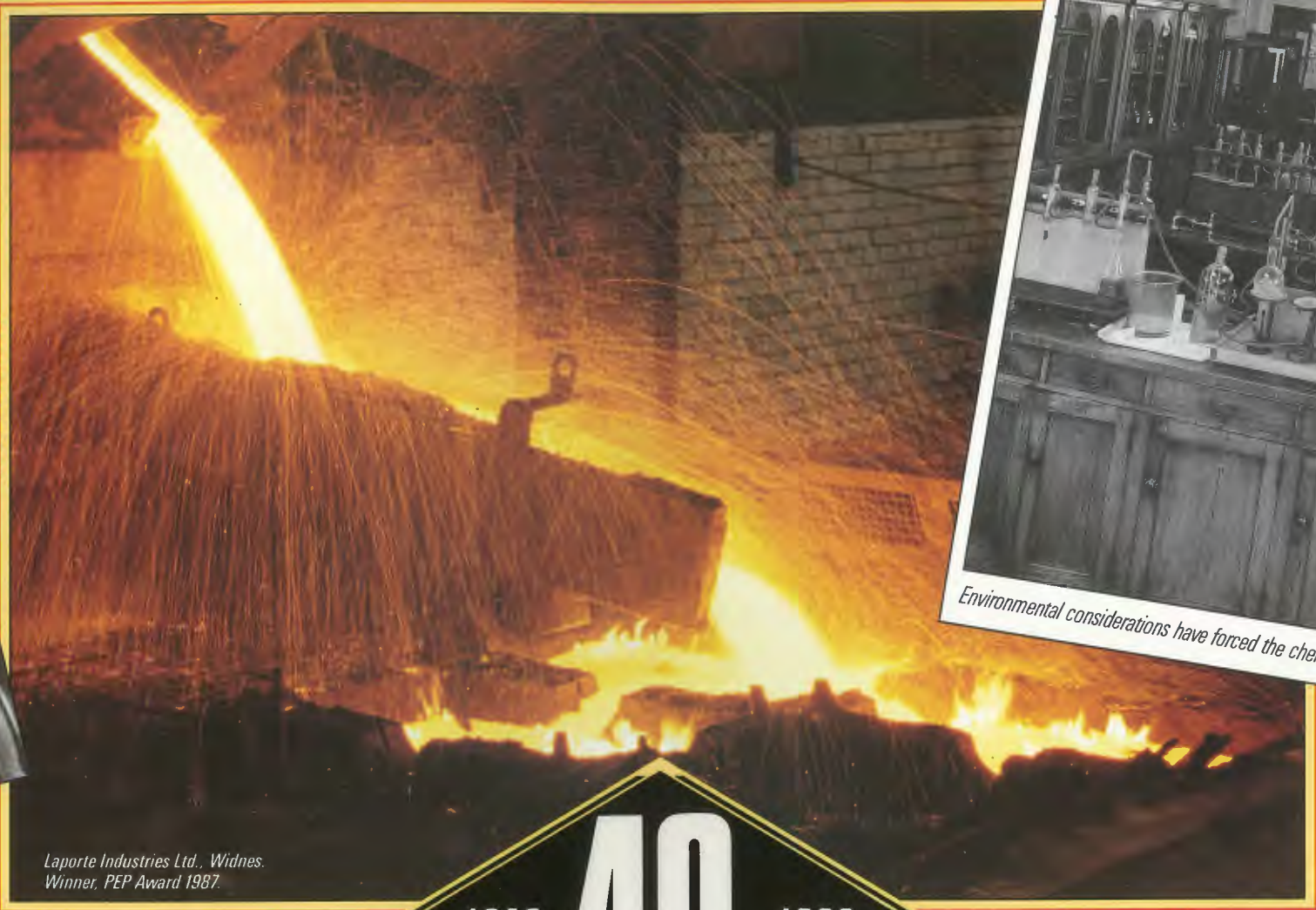
In Manweb's early years, domestic customers had to be urged to use electricity at off-peak times so that enough power would be available to meet vital demands from industry. Today we still encourage the use of night time electricity — not purely to conserve energy, but because we can offer even better value to our customers at these times. Now modern, slimline storage heaters and hot water can take advantage of less than half price overnight electricity with a special Economy 7 tariff. Additional Manweb services for domestic customers include rewiring, intruder alarms, security lighting, insulation and shower installation.

F e b r u a r y

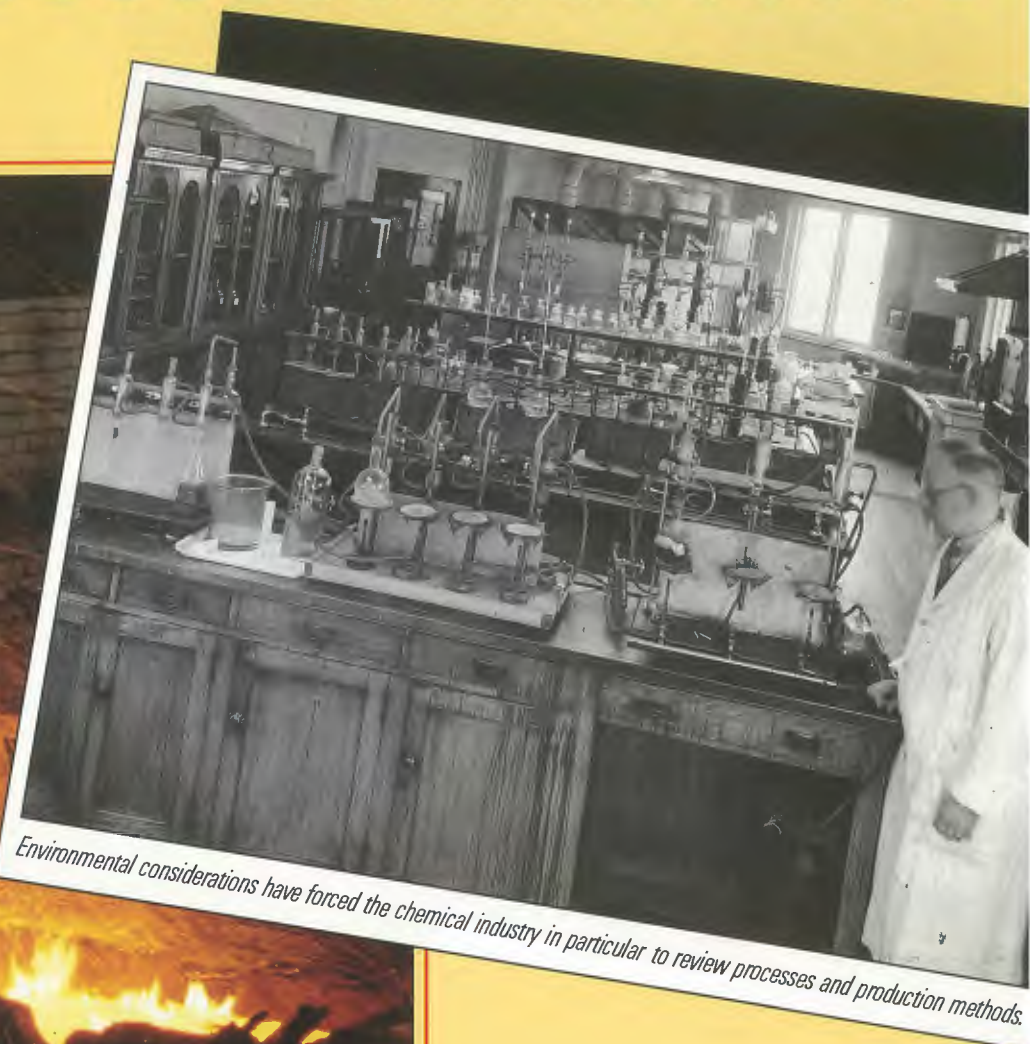
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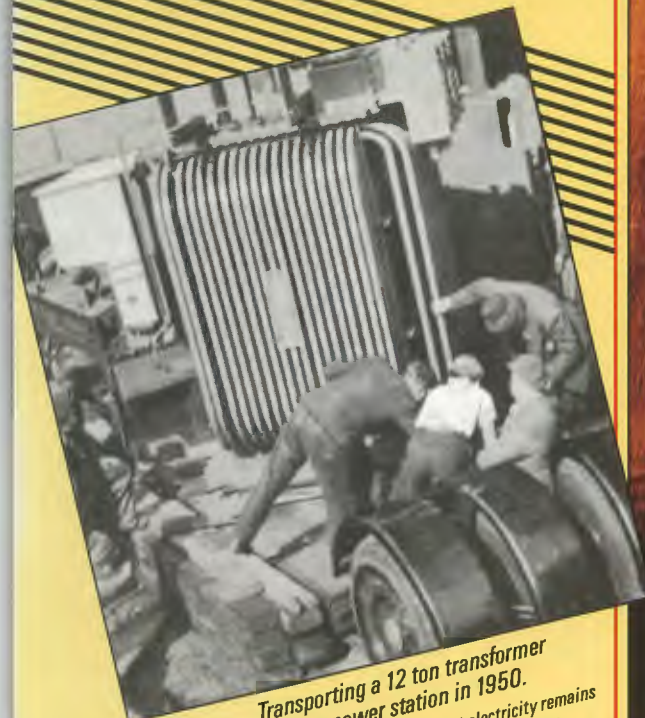
1988



Laporte Industries Ltd., Widnes.
Winner, PEP Award 1987.



Environmental considerations have forced the chemical industry in particular to review processes and production methods.



Transporting a 12 ton transformer for a power station in 1950.
The technology has changed, but electricity remains the cleanest energy source known to man.

1948 **40** 1988
Years

M a r c h

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A p r i l

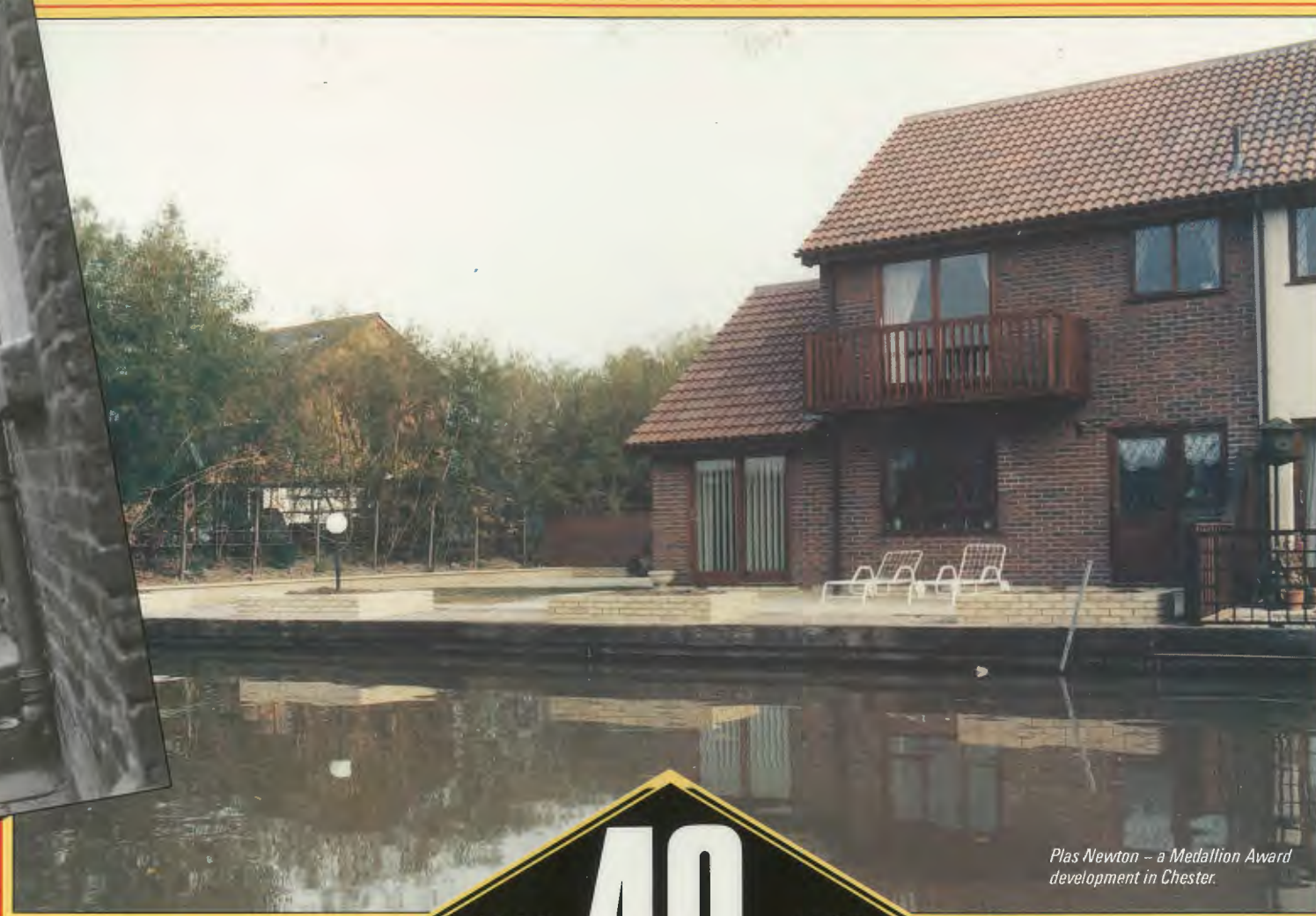
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Over the last forty years, ever-increasing emphasis has been placed upon environmental considerations. Awareness of the damage done by the discharge of pollutants into the atmosphere has forced many industries to alter traditional production methods to combat this. A perfect example is one of last year's Power for Efficiency and Productivity (PEP) award winners.

Laporte Industries produce ferrous sulphide. With Manweb's help, a revolutionary new production method was devised, utilising an electric induction furnace. As a result they have an improved end product and better working conditions, but more importantly, the new method has achieved benefits to the environment that are immeasurable.

1988

POST-WAR LIVERPOOL
Blackened bricks bear testimony to pollution.



Plas Newton - a Medallion Award development in Chester.

1948 **40** 1988
Years



Early Belling electric cooker. The brand name is just as popular today.

M a y

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J u n e

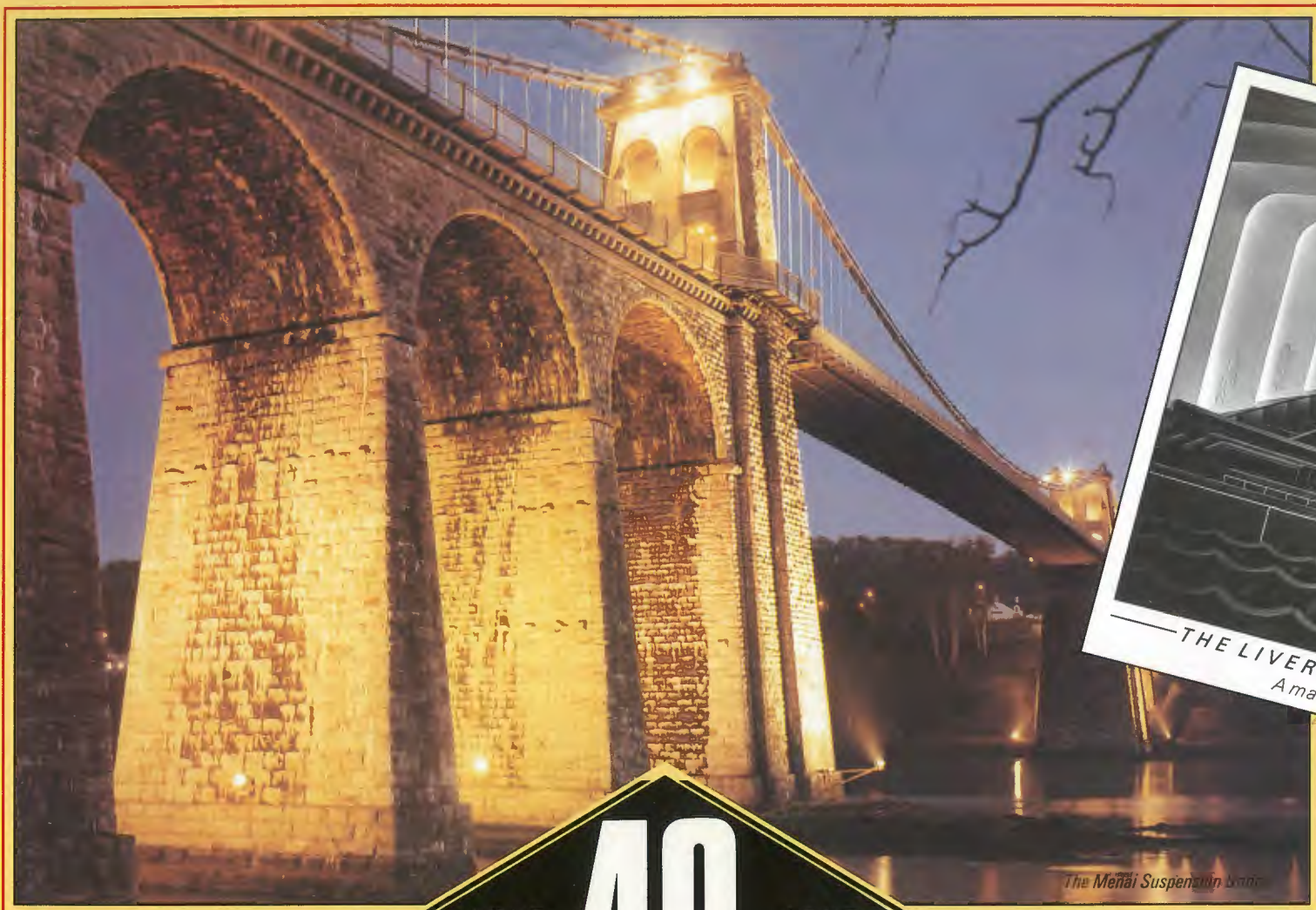
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Anyone under the age of twenty five would be hard pressed to remember the industrial smogs that blackened the landscape and contributed to the nation's health problems before the Clean Air legislation of the 1960's.
Since then, thousands of homes and industries have converted to the cleanest of all fuels - electricity.
There's even a special award for energy-efficient homes using the Economy 7 electricity tariff for all their energy needs.
This Medallion Award is given by Manweb to hundreds of homes throughout the area on sites built by leading builders and developers such as McCarthy & Stone, Wimpey, Barratt and many more.

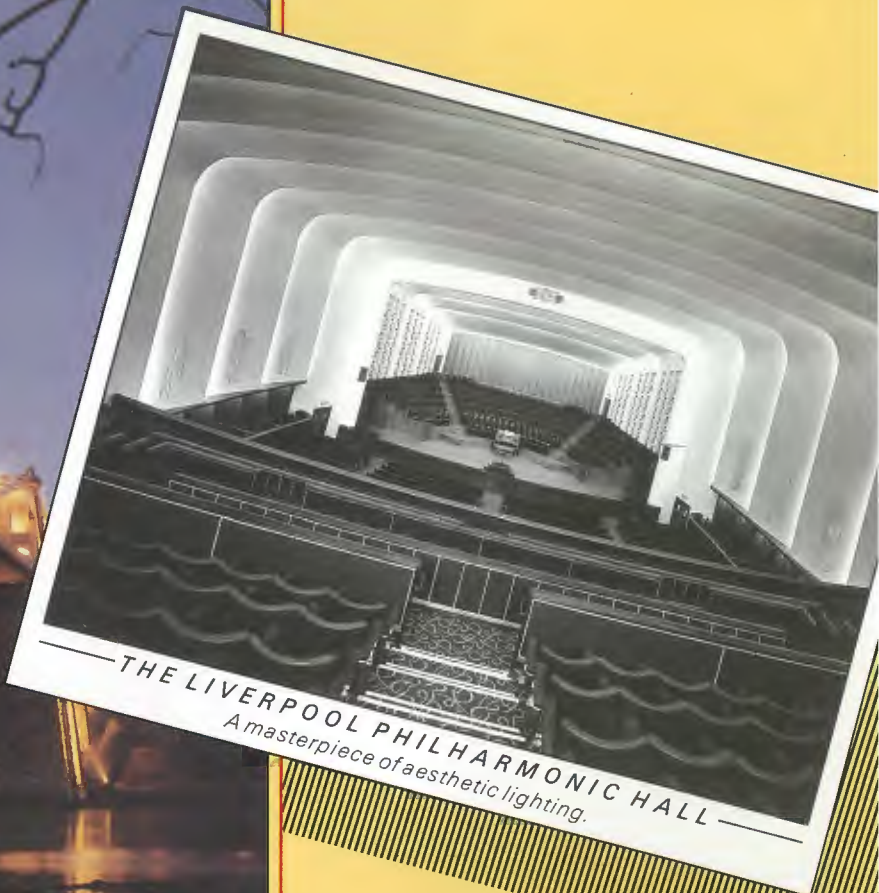
1988



Students at Manweb's Linesmen's Training School. 1950



The Menai Suspension Bridge



THE LIVERPOOL PHILHARMONIC HALL
A masterpiece of aesthetic lighting.



J u l y

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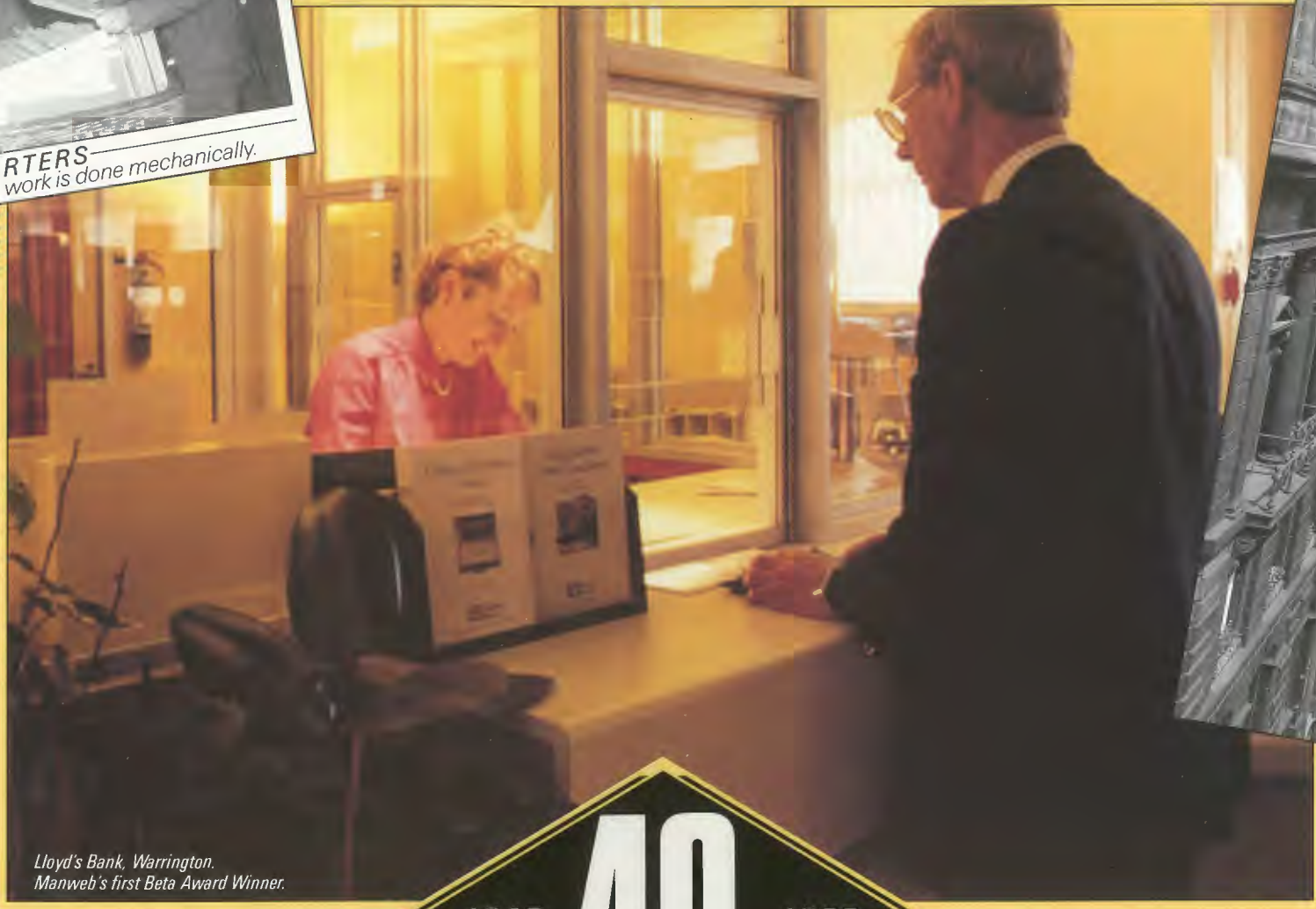
There was a time when people had to be persuaded that electricity was a safe, effective way of illuminating homes and business. Now of course, none of us could imagine what life would be like without it.

Today, electricity is used not just for practical purposes, but for aesthetic ones too. The Menai Suspension Bridge is a prime example. A few years ago, Manweb were contracted to install new, complete road lighting, and because the bridge is a popular attraction, special consideration had to be given to floodlighting. This project is only one example from a wide portfolio contracted to Manweb's installation and service division.

1988



GPO SORTERS
 Today, much of this manual work is done mechanically.



Lloyds Bank, Warrington.
 Manweb's first Beta Award Winner.



Dale Street in the early 1950's.
 Then, as now, the commercial heart of Liverpool.



S e p t e m b e r

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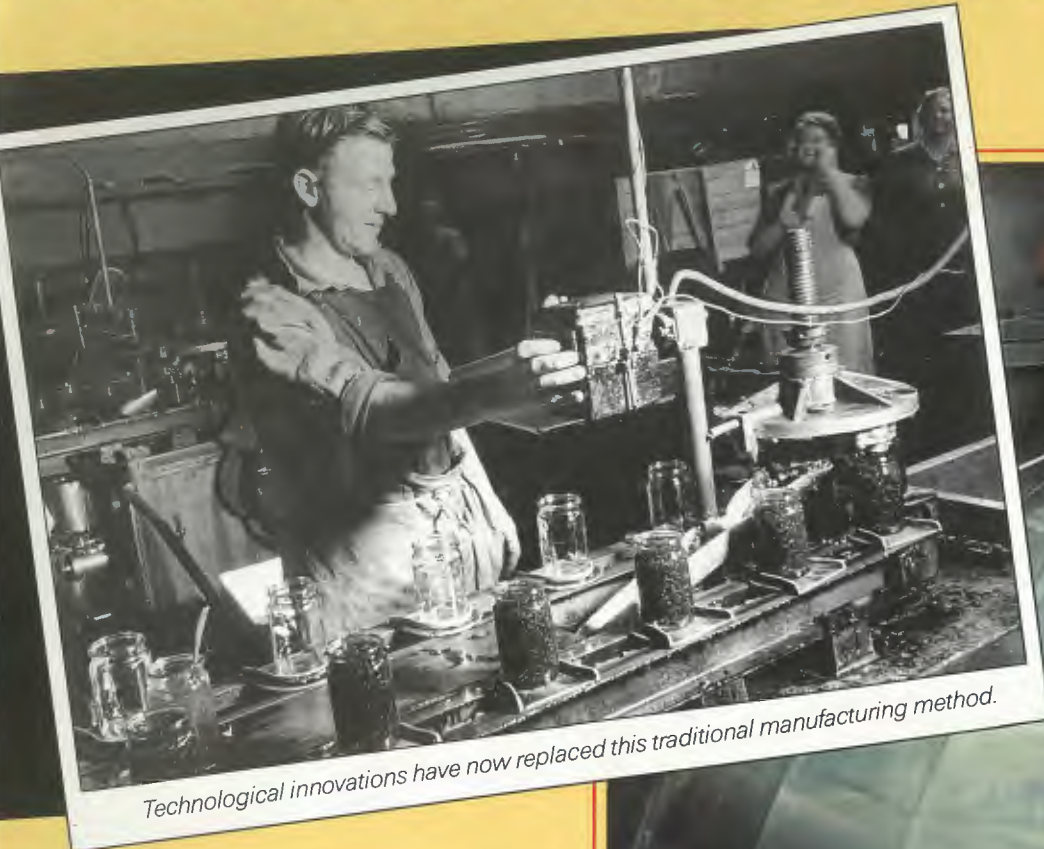
As technology advances, more and more demands are placed upon the need for a reliable, flexible source of energy to keep pace with it.

In the 40 years of its history, Manweb has played a vital role, particularly in the field of energy efficiency. Obviously in the commercial sector, this is of prime importance, which is why, in 1986, the electricity industry introduced a special awards scheme for those commercial and public buildings who make the most efficient use of energy.

Manweb's first winner was Lloyds Bank in Warrington. When Lloyds moved to new premises, many problems had to be solved, as the building had originally been designed for use as a department store.

With Manweb's help, a cost-effective, comfortable environment was created for staff and customers alike.

1988



Technological innovations have now replaced this traditional manufacturing method.



Dexter Midland Coatings Ltd., Deeside.
Winner, PEP Award 1987.



Lady demonstrators offer samples of the 57 Heinz varieties.
(Photo courtesy of H.J. Heinz Company Limited)



1948 **40** 1988
Years

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D e c e m b e r

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In order to maintain and strengthen its position at the forefront of the fiercely competitive industrial world, British Industry has had to change itself almost beyond recognition in the last four decades.

The electricity industry has played an important role in this, not least through its own Research Centre, located at Capenhurst, in the Manweb area. With the centre's help, Manweb have been able to develop new technology and process methods to aid the efficiency of industry in the area.

Dexter Midland Coatings, manufacturers of speciality food and beverage can linings, are one such example. An electric induction kettle installed by Manweb now allows them to produce a vital resin in-house. The economics and other benefits of this were enough to win a prestigious PEP award for the company last year.