



Sustainability Report | 2025

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Sustainability Report

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This document offers a snapshot of who we are, our mission and values, our leadership, and the sustainable practices guiding our work. Use the Table of Contents to navigate each section.



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WHO WE ARE

Established in 1977 as a family-run business, Quelfire has grown into a leading provider of tested firestopping solutions. What sets Quelfire apart is the passion that everyone, from management to production, has for what we do: **Protecting People & Property.**

Our mission is to support all stakeholders involved in designing and installing service penetration seals, including main contractors, architects, and firestopping contractors. Additionally, we support other specialist trades, such as drylining and M&E contractors.

While we are primarily known for our firestopping solutions, we are also committed to educating the construction industry about the importance of fire safety through CPD training.

"I cannot praise Quelfire enough for their excellent service. From day one of contact, they have been efficient, knowledgeable, friendly, and willing to go the extra mile. The level of technical service today is the same excellent service as day one. Solutions are often provided on the same day as the phone call, and email responses have always been within 24 hours. Finally, they have a genuine interest in customer feedback and customer product requirements. The BDM is happy to discuss the current solutions they are looking to bring to the market to seek market opinion and needs. They are my number 1 go-to.

Emily Cross
Sir Robert McAlpine

OUR MISSION

Quelfire's mission is ***to continue delivering extensively tested, reliable firestopping solutions designed for compliance and ease of installation. Backed by evidence, expertise, and responsive support, Quelfire empowers key stakeholders in the construction industry to build safer, compliant spaces with confidence.***

Our team embodies our core values. We are honest, responsive, and always willing to assist with any challenges that may arise. By providing extensive technical support, we help ensure that all parties achieve effective design and specification of firestopping systems, resulting in compliant installations.

Through decades of dedication to protecting people and property, we have built a community based on tested solutions, expert training, and customer support.

Picture below shows the Quelfire Team at their team building day, Ignite, in 2025.



OUR VALUES



Empowerment

We provide our team and valued customers with the resources necessary for making informed, quality decisions to protect people and property.



Innovation

By aligning with construction realities, we elevate fire testing and test evidence, ensuring buildings are designed and constructed around proven solutions.



Connection

People are central to our mission, including team members, customers, and end users. Collaboration is essential.

BOARD OF DIRECTORS

Our Board of Directors brings together a wealth of experience, leadership, and strategic insight. They play a vital role in shaping our direction, upholding our values, and ensuring we remain accountable in delivering on our sustainability commitments.



KEITH
Managing Director

Keith took over the management of Quelfire in 2012 and brings a wealth of business ownership and management experience. He has played a key role in shaping the company's direction and continues to work closely with the team to support the business and uphold its values.



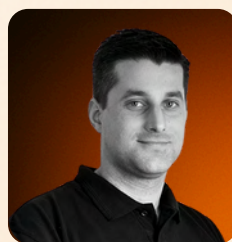
CRAIG
Sales Director

With a passion for technical products and early engagement in firestopping, Craig provides consultancy to prospects, influencers, and customers. One of Craig's primary focusses is educating the industry on understanding the why – ensuring the protection of people and property and *saving lives*.



DARRYL
Commercial & Development Director

From interpreting market trends to managing product and service development, Darryl's role involves turning Quelfire's vision into reality. His knowledge of the BS EN passive fire protection standards, along with testing and certification requirements, has enabled Quelfire to improve and develop products.



ADRIAN
Research & Development Director

Overseeing the research and development department, Adrian arranges Quelfire's testing programmes, from design to installation. Adrian supports the technical and sales teams by producing CAD drawings for the test design and details. He is also involved in long-term projects, helping to solve problems faced by the market.

SUSTAINABLE PRACTICES

We are aware that our everyday business has an impact on the environment; therefore, we have a responsibility to implement sustainable practices to reduce our carbon footprint.



EARLY ENGAGEMENT IN FIRESTOPPING

Our dedication to early engagement ensures that our customers face less rework during construction by determining the project's requirements at the design stage.

This approach reduces waste, as each party understands the exact quantities of materials needed and can closely adhere to the plan.





MANUFACTURING

To further support our mission of reducing waste, we order raw materials in appropriate quantities, and use all raw material that comes in.



PACKAGING

We prioritise recycling, reducing, and reusing all suitable materials:

-  Unrecycled cardboard boxes are returned to the raw material supplier for repurposing.
-  By 2030, we are committed to eliminating all avoidable single-use plastics.
-  The packaging of our complimentary sweets is 100% compostable, meaning the packaging materials have been certified to break down completely, ensuring the environment is not harmed.
-  Our sealant tubes are made from 50% recycled plastic, saving energy, oil, and landfill space across the globe.

Continued SUSTAINABLE PRACTICES

EXHIBITIONS

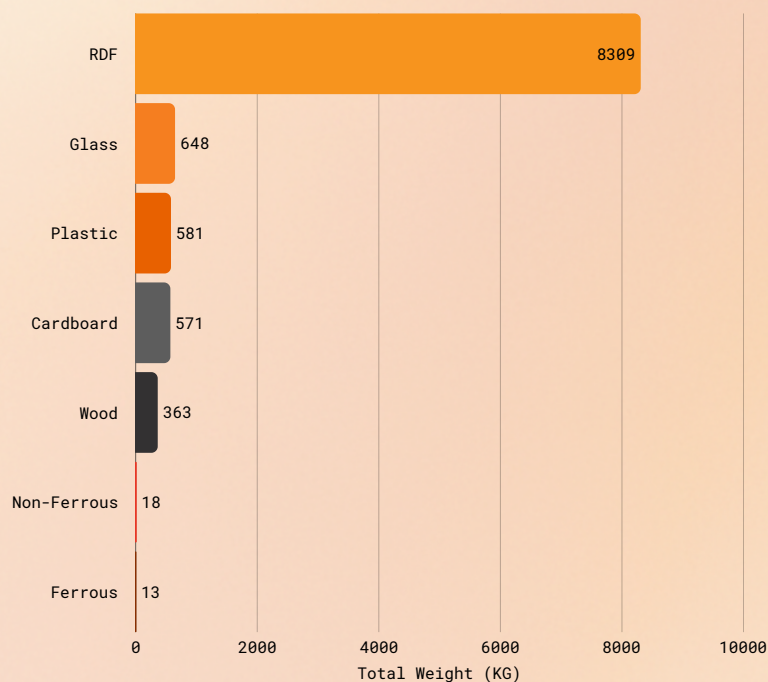
Think green, think Quattro Display.

Partnering with Quattro Display allows us to reuse stand elements across various exhibitions.

Any items that cannot be reused are donated to schools, local groups, and charities. Quattro Display collaborates closely with licensed companies if waste removal is necessary.



[Click here to view Quattro Display's Environmental Policy](#)



WASTE TRACKING

100% of our waste is diverted from landfills using Gaskell Waste Services – a recycling-led waste management company.

The waste is reprocessed and separated to recover as much recyclable material as possible. Gaskell Waste Services then provides a monthly report, highlighting our environmental performance.

There was 0kg of hardcore, landfill, mixed paper, or textiles waste in 2024.

The bar chart dates from 1st January 2024 to 31st December 2024, highlighting waste received and diverted from landfill in twelve months.

Continued SUSTAINABLE PRACTICES

THIRD-PARTY COURIERS

Our goods are delivered in one drop using third-party couriers that adopt sustainability measures.

Palletline's multi-hub model ensures we use its local depot, reducing the distance travelled by 4.5 million miles compared to using one central depot.

That equates to 7.5 tonnes of CO2 eliminated over 12 months.



DPD 2025 SUSTAINABILITY REPORT

Information taken from sustainability.dpd.co.uk on 15th May 2025.

*CO2e saving compared to use of standard diesel

EV Fleet (%)	Electric Deliveries (YTD)	CO2 saved from electric deliveries (tonnes) (YTD)*	PickUp Point Locations
37.81%	30 million	6,500	12,500
HVO utilisation across our HGV fleet (YTD)	tCO2e saved using HVO (YTD)*	Power Generated from Solar Panels (kWh) (YTD)	Trees Planted Go Zero be a Hero (YTD)
95%	27,000	622,000	10,000



STAFF CARS

By providing dedicated, free charging points for staff members with hybrid or electric vehicles, we can reduce emissions and contribute to a cleaner environment.



"Sustainability has got to be a key driver and consideration in all of our business decisions. While we have implemented schemes to reduce our carbon footprint, we understand that this is an exercise of continuous improvement, but not at the expense of Protecting People & Property."

Keith Wells
Managing Director
Quelfire Ltd

CONTACT US

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Sales

[Request a Quote Online](#)



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Drop a follow on our social platforms to stay up to date with all the latest - industry news, team updates, and new releases.



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