

## BJD Crushers relocates to Wakefield and reveals new identity

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[Group Rhodes](#), which designs, develops and manufactures bespoke machinery, has relocated its [BJD Crushers](#) business to Wakefield from Barnsley, bringing all the group companies together at its extensive premises on Calder Vale Road.

BJD Crushers, a manufacturer and designer of high-capacity crushing and size reduction machinery for the global mining and quarrying industries, has also revealed its exciting new brand identity, alongside a new website and corporate brochure.

The rebrand is set to propel the business forward, with a contemporary visual identity that reaffirms the company's commitment to innovation and growth, building on its impressive 128-year legacy in the industry.

Acquired by Group Rhodes in 2023, BJD Crushers now proudly displays a brand incorporating colours from the group logo to reflect the company's transition to become part of the Group Rhodes family of businesses. The diamond shape of the logo pays homage to the company's name and historical roots as British Jeffrey Diamond (BJD), while the fragmented aspect of the diamond highlights the crushing technology that BJD offers. The rebrand and associated literature and website are set to showcase BJD's extensive product range and innovative solutions in both service and OEM spares to meet customer requirements.

Mark Ridgway, CEO of Group Rhodes, explains: "We are delighted that the BJD Crushers team is now fully integrated within our Wakefield facility. BJD has been a strong strategic fit for us and the strengths of the combined operation is driving significant value for our customers."

“It was crucial to us to be able to integrate BJD within our group of companies with a more modern look and aesthetic that aligns with our other businesses and the company’s product

range. The launch of our new branding, website and brochure marks an exciting chapter for BJD Crushers, presenting a compelling offering to the global mining and quarrying industries.”

The company’s new eight-page brochure outlines its rich history, as well as detailing its extensive range of crushers including Hammermills and Flexmills, Impactors and Mudhogs, plus Roll Crushers and Flextooths, alongside spare parts and service.