

# Northern Powerhouse Export Champions 2019 Edition



Supported by



We are delighted to introduce the 2019 Northern Powerhouse Export Champions. They are companies from across the North of England who are dedicated to growing their exports, and who have made a commitment to helping other companies do the same - increasing prosperity and growing GDP by seizing the opportunities offered by trading in a global market.

The Export Champions programme was first launched in the North West in 2013, and has since gone from strength to strength, with more businesses joining each year.

Our Export Champions represent a wide range of sectors, and all will be working with DIT to complement our services, generously giving their time to motivate and assist other businesses on their export journeys and leading by example as they continue to win new international business and reach out to new markets themselves.

#NPHEXportChamps





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 The English Manner  
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 Tithebarn  
 Totalpost Mailing  
 Trolex  
 Upskill People  
 Volcanic (UK)

vTime  
 Wadaro  
 Wax Lyrical  
 What More UK  
 Wheelwash  
 William Santus & Co

## Yorkshire and Humber Champions

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 Agencia Consulting Ltd  
 Brandon Medical Co Ltd  
 British Steel Ltd  
 Burmatex Ltd  
 Coeur De Xocolat Ltd  
 Creme d'Or  
 Harrogate Water Brands  
 Hitek Electronic Materials Ltd  
 John E Haith  
 JRI Orthopaedics  
 m2r  
 Marrose Engineering Ltd  
 Pattesons Glass  
 Paxman Coolers Ltd  
 Performance Engineered Solutions  
 Precision Devices International  
 Pricecheck Toiletries  
 Quality Bearings Online  
 Really Useful Products  
 Saltaire Brewery  
 SARAS Technology Ltd  
 S D Ramsden & Co Ltd  
 SUMA Wholesale  
 TheBigWord Group  
 The BIO-D Company Ltd  
 The Floop  
 The Group Company  
 The Training Gateway  
 Vac-ex (Exports) ltd  
 Weldtite Products Ltd  
 Websiter Technologies Ltd  
 Yee Kwan Ice Cream

## Introduction

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Natalie Bain  
*Deputy Director UK  
Regions*  
*- Northern Powerhouse*

I'm really pleased to introduce our 125 Northern Powerhouse Export Champions for 2019. This is the biggest group we've ever had, which not only reflects the great export strengths of the North, but also demonstrates the commitment of these fantastic companies to supporting the economic growth of our region.

We're very proud that the Export Champions initiative started right here in the North back in 2013. Since then, many Northern companies have benefited from the knowledge, experience and sheer enthusiasm about international trade that our Export Champions have willingly shared at countless events and meetings up and down the region. The success of the scheme was recognised and reflected in the UK's new Export Strategy, published last summer, which committed to promote peer-to-peer learning by rolling out the Export Champions programme nationally in 2019.

So, our own Northern Powerhouse Export Champions will now be part of a much bigger group, encouraging, inspiring and supporting exporters nationwide. In the year ahead, we hope to expand this national group still further, and we will continue to refine and enhance the Export Champion role. But, of course, whatever happens nationally, our own Northern Powerhouse Export Champions will still be the best!

It has never been more important for businesses to explore opportunities globally and we know that exporters tend to be more productive, innovative and resilient than other businesses. Our Export Champions have already proven that the world will happily buy our best products and services, so the opportunities are certainly out there. My own team in the North stands ready to help companies start exporting for the first time, or to break into new markets, and our outstanding Export Champions will be on hand to provide that extra encouragement and support.

We have many plans for 2019, including trade missions, events and other initiatives, so it will be a busy and exciting year. Our Export Champions will be right at the heart of this activity, and I very much look forward to working closely with them to help our businesses thrive in international markets.

# NORTHERN POWERHOUSE



## Board OF Trade Award Winners 2018

ARUP

Blue Kangaroo Design

John E Haith Ltd

“

*Being an NPH Champion and Board Of Trade Winner has encouraged me to collaborate and demystify what it takes to be a successful exporter. We've benefited from the DIT network and I look forward to encouraging others to do so too.*

”

Simon King Associate Director  
John E Haith Ltd

**MORE  
THAN  
AN** Airport...



CONNECTING  
NORTHERN BUSINESSES  
TO MORE THAN

**210**

DIRECT GLOBAL  
DESTINATIONS

Manchester based EDM Ltd. - global provider  
of training simulators for aviation and other  
industries - export to China, Europe, USA,  
Australia, Vietnam, Indonesia, Africa and India





## North East Champions

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### *AES Digital Solutions Ltd*

AES Digital Solutions Ltd has been in business for 27 years and is based on Teesside. It develops bespoke software, online solutions and apps for customers along with a range of on-line scalable and configurable business tools. Products are designed and developed in house and the company also provides hosting and ongoing support along with IT and systems consultancy.

AES has been exporting for 15 years - its first export market was in the Asia Pacific region, but more recently the company has traded in North America and Europe where export sales represented approximately 30% of overall turnover, with North America being the main market.

Export Champion Lesley Moody MBE says, "Don't let size be an issue - even the smallest of companies can become exporters. Just ensure that you research potential markets properly - not only from the perspective of your products but also in relation to culture and language."



**Lesley Moody MBE**  
*Managing Director*

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### *Beanies Flavour Coffee*

Beanies Flavour Coffee, based in Darlington, was incorporated in 2013 after the acquisition of Square Orange Foods. It creates a wide range of flavoured coffees including Apple Cinnamon, Vanilla Bean, Cherry Chocolate and many more which it sells worldwide. It currently employs 20 staff but is expanding, having extended its premises in the last year to incorporate state of the art flavour merging equipment and allow for an increase in productivity.

Overseas sales currently represent 20% of turnover, with Beanies' main markets outside the UK including South Africa, Europe and India, and Beanies has set its sights on expansion into the Far East and South America.

The company is continually looking to expand its international reach through trusted trading partners and Export Champion John Evans advises that local knowledge and expertise is vital when moving into a new market.



**John Evans**  
*Managing Director*



Jason Knights  
*Managing Director*

### *Blue Kangaroo Design*

Gateshead company Blue Kangaroo is a brand strategy agency working predominantly in character licensing and the toy industry. The company works with some of the biggest names in the industry, including National Geographic, Twentieth Century Fox, Universal Studios and Lucas Film.

They are strategic, creative thinkers, designers and illustrators, and have clients across Europe, the Middle East, Africa, North America and the Asia Pacific region.

In the last six years Blue Kangaroo has seen huge export growth with over 70% of its services now being sold overseas. In 2019 the company aims to grow business in North America and China.

As well as being a Northern Powerhouse Export Champion, Jason Knights is also one of the inaugural Board of Trade Award Winners. His advice to new exporters is "Don't be afraid to dip your toe in the water. Exporting is a fantastic way to grow your business".



Yousef Doubooni  
*Head of Marketing*

### *Camerons Brewery Ltd*

Camerons Brewery Ltd is one of the largest private breweries in the UK, with the capacity to produce more than a million hectolitres of beer annually.

Formed in 2002, following its purchase by businessman David Soley. It is based in Hartlepool at the historic Lion Brewery site, and has a Visitor Centre located nearby. As well as brewing its own beers and lagers, including the new Motorhead collaboration brew, Camerons is a major contract brewer.

Despite only moving into exports in the last year, Camerons already sells to 22 countries, including Canada, Hong Kong and Japan as well as many European markets. The company hopes to move into North and South America and China, and Yousef Doubooni advises other new exporters to work with a good export agent. "They have a better understanding of the markets, plus they should already have importers and distributors in place and can advise on labelling, packaging and documentation."

### *Cleveland Bridge UK Ltd*

With over 250 employees in the UK and over 1,000 within the wider group, Cleveland Bridge is a global leader in the design, engineering, fabrication and construction of steel bridges, buildings and structures. Founded in the UK in 1877, the company has a long track record of innovation in steel construction. It has created some of the world's most iconic structures, from the Victoria Falls Bridge and the Wembley Stadium Arch to Sydney Harbour Bridge and The Shard in London.

The company has manufacturing centres in the UK, Dubai and Saudi Arabia. Its network of sales offices covers Europe, India, China and the Middle East. In 2017, exports accounted for 64% of overall UK revenue, up from 47% in 2014.

Five years ago the company developed a Modular Bridge, and it has since installed more than 1,000 of them into key markets, including South and South East Asia.



Phil Heathcock  
*CFO*

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### *Craft Yourself Silly*

North Shields based Craft Yourself Silly designs and manufactures sewing and craft kits, and also processes and digitally prints fabrics. The business is five years old with six staff and has multiple brands and ranges of products selling in retail stores, online and through television shopping channels.

Craft Yourself Silly began exporting three years ago, and overseas sales now account for 20% of its business. Its main export markets are the USA, Canada, Australia and the Netherlands.

Export Champion Hayley Smith is keen to help other companies onto the export ladder and says, "Take advice, don't be scared, and give it a go."



Hayley Smith  
*Director*



**Alby Pattison, MBE**  
*Managing Director*

### *Hart Biologicals*

Hart Biologicals develop and manufacture blood testing kits which investigate investigation of blood clotting disorders. They are used in various clinical settings including GPs, pharmacies, hospital laboratory and outpatient testing and trauma or battlefield investigations of acute bleeding to help direct blood transfusion protocols. As well as own-label products, Hart Biologicals undertake biological test development and manufacture on behalf of a number of clinical equipment manufacturers.

Hart Biologicals has been exporting since 2003 and over 85% of turnover is accounted for by export activities. Its main markets are Europe, particularly Germany, and the USA and in 2019 the company hopes to expand activities into South East Asia and South America.

Managing Director Alby Pattison's top tips for new exporters is not to be afraid of seeking help from organisations such as DIT which offer support. He says, "Exporting can appear daunting to a small company but with the right support it can be an excellent way to grow a business."

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**Mark Leavy**  
*Sales Manager*

### *Indigo Software*

Indigo Software is a leading warehouse management systems (WMS) solutions provider. It provides WMS software either on-premise or in the cloud to customers across a wide variety of industries including Food & Drink, Fashion & Apparel, High Technology, Automotive, Wholesale & Distribution, Pharmaceuticals, Chemicals and Cosmetics.

The company has been exporting for seven years, with Europe, North America and Asia Pacific being its main markets. In 2019 Indigo Software wants to grow its market outside Europe. Export Champion Mark Leavy advises new exporters to do their market research thoroughly and to put aside enough resources to manage overseas sales.

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### *JDR Cables*

With around 450 employees, JDR Cables works with offshore oil, gas and renewable energy systems in some of the world's harshest environments. The company was established in 1994 and designs and engineers subsea power cables, using its technical expertise and in-depth industry knowledge to respond to challenges with pioneering solutions.

JDR has been exporting since its inception, and overseas sales represent around 70% of the company's turnover. Its markets include the Gulf of Mexico, Brazil, the Middle East and Asia. JDR is the world's leading supplier of cables connecting offshore wind turbines in markets including Europe and the USA.

Richard Turner, Chief Executive Officer, advises exporters to ensure they have a sound understanding of target markets and competition and urges them to use government support, including DIT events and UK Export Finance.



**Richard Turner**  
*Chief Executive Officer*

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### *Kromek Group*

Kromek is a leading developer of high-performance radiation detection solutions, originally founded 16 years ago as a spinout from Durham University. The company designs, develops and produces x-ray and gamma-ray imaging and radiation detection products for the medical, nuclear and security screening markets.

Kromek has 114 employees in the UK and USA and has been exporting since it began. Its first contract was providing specialist materials for the European Space Agency in 2005. Exports make up 90% of Kromek's turnover and its main markets are North America, Europe and Asia.

Export Champion Dr Arnab Basu MBE says new exporters should, "Get to know the market, the culture and local business practices; have a strategy and find the right partner. Working with DIT's in-country team is a great way to start."



**Dr Arnab Basu, MBE**  
*Chief Executive Officer*



Dai Hayward  
*Chief Executive Officer*

### *Micropore Technologies*

Micropore was founded in 2003 and designs and makes equipment to help manufacturers of formulated products to control the size and distribution of micro-capsules, micro-particles and micro-emulsions. The company works with a range of sectors including pharmaceuticals, personal care, agrochemicals, household products, aerospace and many others.

The company has been exporting since 2010 and exports count for 75% of total turnover. Main export markets include the USA, Europe, Canada, India and South East Asia.

Export Champion Dai Hayward's top tip for new exporters is, "Exporting doesn't have to be daunting but does require patience. Do your market and cultural research and, if in doubt, ask in-country experts for help."



Sarfraz Mian  
*Chief Executive Officer*

### *Neue Schule*

Neue Schule designs, manufactures and supplies an exclusive range of high performance bits for the equine industry. Its products are supplied to horse riders around the world. The company is associated with Equestrian Team GBR, and the bits it produces are used by members of the British Olympic and Paralympics team and World and Olympic medalists around the globe.

They also deliver training on biting technology, and have developed a bit fitting course and have launched an innovative system to measure rein tension, using an app and cloud based system to assist coaches in helping riders improve their techniques. The company began exporting in 2010 and now sells 45% of its products overseas.

Its main export markets are the USA, Europe, Canada and Australasia and the company hopes to move into South America. Sarfraz Mian advises, "Trade shows are highly effective in identifying potential customers, determining competition and establishing market visibility."

### *NHS Northumbria International Alliance (NIA)*

NHS NIA offers a range of services to help improve health and care access across the globe. The organisation has been exporting for 19 months, mainly to China, the Middle East and Ireland, and works closely with DIT and relevant Embassies to identify new opportunities.

NHS NIA's first export achievement was a project with the Dubai Health Authority to convert an office into a 150-bed general hospital with an urgent care centre and wellness and prevention services.

In China, NHS NIA developed a partnership with the Rong Qiao Group (RQ), a large-scale property development company, to help it build 10 new 'medi-cities' across China with an investment of £1 billion. Recently NHS NIA signed a contract to help RQ deliver a medi-city in Fujian Province, and a Memorandum of Understanding (MOU) for its next project in Chongqing. It is also working with Vanguard Health Services International Limited (VHSI), a new Irish healthcare provider.



Allison Joynton  
*Director of International  
Projects and System  
Transformation*

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### *Niré Beauty*

Niré Beauty is the brand name of Luxe England, an eCommerce start-up based in Newcastle upon Tyne and operating in the beauty retail sector. The company is building a brand of professional grade, innovative beauty accessories which are sold to both businesses and end customers in the UK and overseas. Its first product was a range of cruelty-free make-up brushes suitable for sensitive skins and developed in consultation with make-up artists and aestheticians.

The company began exporting in 2016, and today overseas sales account for 50% of turnover. European countries including Germany, Italy, France and Spain are currently its major markets, along with the USA. Founder Erin Graybill's advice for new exporters is, "Don't assume new markets will be interested in your exports without doing proper research first. Take the time to communicate with your customers in the local way they prefer. Work with the DIT, they have helped support our export growth."



Erin Graybill  
*Founder*



David Wilkes  
*Director*

### *Revol Ltd*

Revol Ltd is a manufacturer of high performance industrial lubricating greases.

Established in 1926, it has 13 employees and has been exporting since the 1960's, although it is only in the last ten years that export sales have increased significantly - going from under 20% of total sales to over 50%. Turnover has nearly trebled in this period, from approximately £750,000 to over £2 million.

Main export markets are Europe, North Africa, the Middle East and the Far East, and in 2019 the company hopes to expand sales to India.

Revol's Export Champion David Wilkes says, "Know your products and market. Seek advice from experienced exporters, but never forget that nobody understands your business better than you do."



Trevor Nicholson  
*CFO*

### *SaleCycle*

SaleCycle is a Behavioral Marketing Company with offices in the UK, France, the USA and Singapore. It has 170 employees worldwide and has been exporting since it was established in 2010.

The company exports to every continent, with Europe, America, Singapore and Australia being the most successful markets. Exports account for 60% of company turnover.

In 2019 SaleCycle hopes to make the most of emerging opportunities in Brazil, Mexico and Japan.

### *Sound Training for Reading Ltd*

Sound Training was established in 2011 and now employs 25 people to support training across the UK and internationally with its unique teaching programme, Lexonik. Since 2015 they have been working on breaking into new export markets in the education sector. This year they predict 20% of income will come from exports, that this will increase significantly over the next three years.

Currently working in Florida, Maine and Texas as well as in the UAE, they hope to secure new partnerships in Saudi Arabia, Spain, China and Africa and build on existing success in the USA.

Claire Preston, Chief Executive Officer, advises new exporters to, "Learn from experts and take advice, but be innovative and use existing networks to support export strategy and business goals. Don't give up! People buy people - physical presence and personal relationships make all the difference."



Claire Preston  
*Chief Executive Officer*

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### *Thorn Lighting*

Thorn Lighting was established in 1928 and manufactures and supplies high-quality lighting to a range of markets worldwide. The company's extensive portfolio of indoor and outdoor lighting has been developed to address the needs of wholesalers, contractors, specifiers and end users. Its products have a wide range of applications including sport, education, healthcare, retail, transport and architecture. Also a Smart City specialist, the company helps municipalities to improve safety and well-being. It employs approximately 900 people in the UK, the majority of which are based in Spennymore, County Durham.

Around 40% of turnover was accounted for by exports in 2018. Markets include the whole of Europe, the Middle East, Africa and Australia, targeting additional growth in the Nordic countries in 2019. Martin Thompson's advice to other exporters is to make sure that your team manages cultural relationships effectively in each region.



Martin Thompson  
*Thorn Academy of Light  
Manager*



**Colin Simpson**  
*Business Development  
Director*

### *Tomlinson Hall & Co Ltd*

Founded in 1919, Tomlinson Hall & Co Ltd has vast expertise in the pump industry, and a proud history of innovation. The company is an approved global distributor of leading pump brands, and offers pump selection and supply, site visits, problem solving, servicing and repairs. It has high profile clients overseas markets including Europe, the Middle East, North & South America and Asia. The company developed and manufactures its own liquid ring vacuum pump, Liquivac, which has enjoyed great success in markets including Scandinavia, Oman and the UAE.

Working with DIT, Tomlinson Hall has now identified market potential for the Liquivac pump in the USA where it can provide solutions in the water industry on the West Coast and the wine industry in Napa Valley, as well as in the Canadian aquaculture, desalination and mining industries.

In the last year, the business has seen an exponential growth of 41% in SE Asia alone and has a number of exhibitions planned in countries including the Philippines, Singapore, Vietnam & Expo 2020 in Dubai.



**Tom Riley**  
*Founder*

### *Whitewash Laboratories*

Whitewash Laboratories is an award-winning provider of teeth whitening and oral care products, which have been developed and formulated by leading UK dentists. Founded by two friends in 2010, the company recently moved to new 20,000 sq ft premises to help meet the growing demand for its products. In 2017 it set up a manufacturing facility to make its own brand products and also to enable private label manufacturing for other companies.

The company has been exporting since its first year of trading. Its first export market was the Philippines, and today exports account for 60% of turnover with extensive sales in Europe, the Middle East and China. Whitewash Laboratories hopes to expand into the USA market in 2019.

Tom Riley says, "Go and visit your international customers - it will help build a stronger relationship and it will definitely increase sales with them."

### *Wilton Engineering*

Wilton Engineering builds large structures for the Offshore Oil & Gas and Marine industries, and also focuses on Offshore Wind Renewables. It currently has around 200 employees and has been exporting for over 20 years.

Located next to the River Tees, the company has a 54 acre Offshore Construction facility with its own blasting, coating and loadout capabilities to produce top quality fabrications.

Currently, Wilton Engineering exports 100% of its products, although the figure can fluctuate depending on which sector the company is working in. Chief Executive Dr Bill Scott was recently awarded an OBE for services to industry in the Queen's New Year's Honours, and his top tip for new exporters is to use all the expertise that is available from organisations such as DIT.



**Dr Bill Scott, OBE**  
*Chief Executive Officer*

**“ If you have the potential to be a world leader don't let borders limit your ambition. ”**

***There is always a way to make it work.***

Trevor Nicholson, CFO  
SaleCycle

**“ Sign up to a DIT trade mission; meet your local advisor and or other businesses doing the same. Stop listening to the naysayers. You can! Believe in yourself, your product and make it. ”**

Jason Iftakhar, Managing Director  
Swift Scooters Ltd

**“ Start small and manage the risk, by talking to those who have done it before. ”**

Helen Gibson, Managing Director  
Agencia Consulting Ltd

**MORE  
THAN  
AN** Airport...



# A DEAL MAKER

Wigan based Uncle Joes make  
220 tonnes of sweets per year and export  
to more than 10 countries worldwide

AN AVERAGE OF  
**28 DAILY**  
FLIGHTS TO  
KEY **LONG HAUL**  
MARKETS





## North West Champions

### *2M Holdings Ltd*

The 2M Group is a portfolio of Life Sciences companies. It is the parent of a group of companies specialising in the distribution of speciality chemicals, industrial gases and value-added services. With a strong international presence in Germany, China, Benelux, Ireland, Poland, Scandinavia and Brazil, 2M exports to over 90 countries covering six continents. 2M has almost 300 employees around the world, and an extensive STEM skills outreach programme.

2M has been exporting since 2005 accounting for almost 25% of turnover. Newer markets include India, Russia, Argentina and Denmark and in 2019 the group aims to significantly grow business in China.

Chief Executive Officer Mottie Kessler's advice for new exporters is to contact DIT. He says, "We have worked with DIT to enter new markets and the support has been invaluable."



Mottie Kessler, MBE  
*Chief Executive Officer*

### *Algeos*

Algeos is a leading global medical distribution company which designs and develops many products under its own trade name and also distributes world-leading brands within the podiatry, physiotherapy, orthotic and prosthetic markets. In the UK, Algeos offers the widest range of podiatry products available and is the largest converter of Orthotic & Prosthetic materials in the UK.

The family-owned business, based in Liverpool, dates back to 1881. The company also has offices in the Middle East and Australia and today has around 80 employees worldwide. Algeos sells into 60 countries and has over 45 distributors outside of the UK.

Jackie Fisher, Chief Executive Officer says "Exports are a significant part of our growth strategy and the support and advice we receive from DIT is fundamental to our success."



Jackie Fisher  
*Chief Executive Officer*



Terry Nelson  
*Managing Director*

### *Aqua Running International*

Aqua Running pioneers a unique aqua running bodysuit, developed by Terry Nelson former Paratrooper, Liverpool FC Youth Footballer and World Transplant Games 5000m Gold Medallist. The suit is officially endorsed by Real Madrid FC Medical Services Sanitas and has been featured in the New York Times and Fox News in the USA.

It reduces body weight by 90% in water and allows anyone of any age, ability or disability - including children - to exercise intensively, without any impact on bones, joints or muscles through any injury, illness or recovery from surgery.

The company has been exporting for two years and 80% of its turnover derives from export markets, most notably the USA. Aqua Running is now expanding in the USA and has a small office in New York and 30 sales representatives who are military veterans.



Paul Grover  
*Associate Director*

### *Arup*

Arup is an independent global firm of designers, planners, engineers, consultants and technical specialists, working across today's built environment. The company made its name in the 20th century as the designer and engineer of the world's most ambitious structures.

The company helps clients across the world to become more sustainable, while investing in research to improve the industry's environmental impact and a wide variety of community activities - building schools, bridges and all kinds of infrastructure.

Arup has projects all over the world, with offices in 39 countries worldwide including China, North America and India. Today, Arup employs more than 13,000 people in more than 35 countries, in a culture underpinned by Sir Ove Arup's aims and values.

Paul Grover, Associate Director Consulting received a Board of Trade Award for Exporting in 2018.

### *ATG Access Ltd*

ATG Access is a world leading manufacturer of security bollards, temporary event security barriers and vehicle barrier systems, currently exporting to over 42 countries. Its largest markets are the Gulf, USA and Asia with a growing European market.

Based in Haydock, the company manufactures everything from residential bollards to innovative high-security systems designed to prevent terrorist attacks. High profile projects include the security for the new Dubai International Airport terminal, the Bund in Shanghai and Sydney Opera House, Australia.

President Glenn Cooper says, "Bollards and vehicle barriers have become necessary additions to urban and industrial landscapes to match the increasing requirement for safe, pedestrian-friendly areas in town centres and aesthetically pleasing security systems for temporary event security to keep crowded areas safe."



**Glenn Cooper**  
*President*

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### *Barrett Dixon Bell Ltd (BDB)*

With clients based across the globe, BDB is a specialist B2B international marketing communications agency. BDB is headquartered in the UK, with a wider global footprint across over 25 countries and holds a Queen's Award for Enterprise in International Trade.

For over 30 years BDB has been helping businesses to grow internationally. With a wealth of experience, BDB demystifies the technical in sectors including food & nutrition, engineering, science, technology and packaging.

BDB has an experienced team of specialists focusing on building clients' brands and delivering creative solutions to complex communications challenges. The BDB team includes award-winning strategists, planners, fluent linguists, media specialists, creatives and management consultants.



**Matthew Smith**  
*Chief Executive Officer*



Jennifer Unsworth  
*Director*

### *Be-Baby Ltd*

Be-Baby Ltd was formed in 2015 to develop and bring to market the Tidy Tot Bib and Tray Kit. It has won multiple awards and continues to innovate, with more products launching this year.

Export turnover has grown substantially since the company began, with export sales accounting for 65% of company turnover. By the end 2019, around 80% of revenue is expected to come from export markets. Main markets include Hong Kong and Taiwan and smaller territories in Asia perform well, including Thailand and the Philippines. China is expected to be a big growth area for 2019 and they also aim to expand to the USA.

Jennifer Unsworth advises would-be exporters to “Think big, start small, move fast!” She adds “This model is essential in strategically important markets, which for us include China and the USA. We employ an export strategy that allows us to test the market, make our mistakes on relatively small quantities and then very quickly scale up to meet demand.”



Douglas Hunt  
*Commercial Director*

### *Bishopdale Group*

Bishopdale Group is the holding company for a group of industrial lubricants brands. Located in Irlam, Manchester, the group is owned and managed by a team of directors with extensive knowledge of the market for industrial lubricants both in the UK and across the globe.

Bishopdale Group is an investor in established lubricant brands, exporting to over 95 countries around the world. Its oldest brand, Molyslip, has been exporting for over 80 years, whilst its industrial lubricant brand Metalube has been exporting for over 30 years.

Exports currently represent around 90% of group turnover, with China, Southeast Asia, India and the Middle East being important markets. In 2019 the group’s export strategy will focus on the USA, Southeast Asia and India.

### *Briggs Automotive Company*

Briggs Automotive Company (BAC - Mono) is the British manufacturer behind the Mono, the world's only road-legal, single-seat supercar. The Liverpool-based business was founded by brothers Neill and Ian Briggs, who set about providing the world with a road vehicle that offers the most authentic and pure driving experience possible - hence Mono was born. And it's gone on to become a global phenomenon.

BAC has dealership agreements in USA, Canada, Hong Kong, Japan, Sweden and Mexico and exports the majority of the cars it produces. Mono has been sold to an impressive 37 countries worldwide across five continents, and shows no signs of slowing down - Mono is forever breaking records and reaching new territories around the globe.



**Neill Briggs**  
*Founding Director*

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### *Cataclean Global Ltd*

Cataclean invested in significant R&D to develop its pour and go treatment for engines which effectively reduces emissions and can also act as a pre-MOT treatment and facilitate improved performance in petrol and diesel engines. It is sold worldwide through established agents and distributors in the motor trade and directly to industrial users.

The company has an ambitious export strategy, and 2017 saw the company open up new markets in Hong Kong and Macau. Cataclean also continues to do well in the USA where sales revenues have increased by 10% to over \$10m.

William Jones says, "We have found the Export Champions initiative to be of great benefit to our company and of great interest to both current and potential export customers, and we are very much looking forward to continuing to work with DIT."



**William Jones**  
*Sales Director*



Chris Eccles  
*Chief Executive Officer*

### *ChargePoint Technology*

ChargePoint Technology is the market leader in the manufacturing of powder containment and aseptic transfer valves, providing operator safety and sterility assurance for highly potent ingredients used in the pharmaceutical, biotech, chemical and other process industries.

ChargePoint Technology's sole manufacturing and assembly operations are carried out in its 27,000/sq ft. production and office space in Speke, Liverpool which is fitted out with more than £1m worth of state-of-the-art manufacturing technology. The building also houses a dedicated space for product demonstrations, training and customer visits and allows scope for future development of the business.

ChargePoint Technology now employs more than 70 staff across the globe supporting the company's exports into many fast-developing high growth markets such as India, Hungary, Slovenia, Poland, China, Japan, Thailand, Taiwan and Singapore.



Brian Woolley  
*Chief Executive Officer*

### *Chase International Ltd*

Chase International was founded in 1982 and provides a cost-effective solution to sourcing engineering equipment and spare parts for a wide range of industries including power generation, oil and gas, mining, pharmaceuticals, food and drink and many others.

The company has proven expertise in managing the sourcing requirements for major engineering projects, especially when equipment needs to be obtained from multiple suppliers across the UK and Europe. This specialist knowledge and ability to obtain supplies at realistic prices, as well as consolidating purchases to negotiate additional discounts, has helped the company secure a strong customer base across the globe.

Chase International currently enjoys success in a wide range of markets, including Hong Kong, China and South Africa, and works closely with DIT to make the most of export opportunities.

### *Clark Door Ltd*

Clark Door Ltd is an international company and a leading innovator in the design, manufacture and installation of a range of specialist industrial doors, including cold store doors and acoustic and fire doors for use in theatres and broadcasting studios.

As well as achieving remarkable success in the UK, Clark Door also exports widely. Its doors, manufactured in Carlisle, sell to more than 40 countries worldwide. The company has thrived by finding good local partners, and has worked closely with DIT which provided assistance with practical issues including Intellectual Property agreements, international law, taxation and cultural barriers.



**Andrew Ashley**  
*Managing Director*

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### *Clarke Energy*

Clarke Energy, a Kohler Company, has a focus on the generation of power from different forms of gas and renewable energy and is the largest distributor and service provider for GE's gas engines. The company has over 6.5GW of power generation capacity installed globally and operates across 25 countries.

The company adds value to the core GE product through engineering, installation and maintenance. Clarke Energy sees future opportunities in the engineering of complex hybrid power generation solutions combining gas, renewable energy and power storage technologies.

Export Champion, Alex Marshall, Group Marketing and Compliance Director has the lead international role for both marketing and compliance for Clarke Energy.



**Alex Marshall**  
*Group Marketing and Compliance Director*



Sarah Cross  
*Co-Founder*

### *Code Beautiful Ltd*

Sarah Cross worked in the luxury brand and retail sector before launching CODE Beautiful. She also founded Uber UK ten years ago, a consultancy specialising in consumer engagement, guiding global brands and retailers with their loyalty strategy and speaking internationally on the subject. Clients include Sunglass Hut, Michael Kors, Ted Baker and Diesel.

Code Beautiful creates must-have handbag essentials for women and launched into the UK market in retailers including Harvey Nichols in 2014. The business has doubled in size year on year.

Following help from DIT, Code Beautiful has now launched in 5 new markets and currently sells in Spain, Ireland, Denmark, Sweden, France and globally via the website. Future target markets include Asia, the USA and the Middle East.



Tim Flood  
*Managing Director*

### *Counterline*

Counterline was originally founded in August 1983. The company has 170 employees and provides bespoke food service counters to the catering industry. Counterline has been exporting actively since 2006 and 25% of annual turnover is from export sales.

Dubai has been a significant customer for the last few years, with Europe - especially Greece - also being an important export market. Counterline currently exports to over 30 different countries, but would like to grow its presence in Saudi Arabia and the surrounding Emirates in 2019.

Managing Director Tim Flood's top tip for new exporters is, "If you can get over the initial hurdles of finding an export customer and building a relationship, you will find that export can be extremely rewarding and will open new doors that you would have never thought existed. The best tip for new exporters is to persevere and work through the hardships, because in the end, you will be rewarded for your efforts."

### *Cygnnet Group*

Cygnnet Group is a specialist engineering company, providing advanced manufacturing solutions to some of the fastest growing industries in the world. Established in 1974 to provide machinery for the textile industry, Cygnnet Group is now organised into three business units, operating in the oil and gas, automation and technical fibre and fabrics sectors. It makes specialist machinery to produce materials including technical fibres for car interiors and carbon fibre, used to build high performance cars, aeroplanes and space craft.

Cygnnet Group also manufactures highly-skilled robotics used in production and assembly lines and groundbreaking pipeline connectors that eliminate risks of spillage in the oil and gas industry.

Export accounts for 95% of business turnover, and Cygnnet Group exports to over 30 countries, with over 90% of its products manufactured in the North West of England.



**Matthew Kimpton-Smith**  
*Managing Director*

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### *DanTech UK Ltd*

DanTech UK Ltd is based in Burscough, Ormskirk and currently employs 25 staff locally and at its production plant in East Anglia. The company develops and manufactures processing equipment for the food industry.

In collaboration with the Fraunhofer Institute in Germany and other partners, DanTech has been carrying out R&D in the applied use of high power technology, which has been exported to Germany and Sweden for a variety of uses. Part of this work was funded through an EU initiative for SMEs to develop innovation - in this case for the dairy industry.

DanTech also has a strong presence in the international meat industry and exports globally to blue chip processors in the USA, China, Australia, South Africa and the Middle East, as well as Europe.



**Colin Turner**  
*Managing Director*



Ed Salt  
*Managing Director*

### *Delamere Dairy*

Delamere Dairy was founded in 1985 with nothing more than just a handful of goats, determination and a belief in the potential of goat farming. Today, 34 years later, the company has developed into an international speciality dairy.

The company now turns over more than £25 million, selling a vast range of fresh and long-life goat, cow and sheep milk products, plant based drinks, and a range of milk products for the pet market. Delamere Dairy began exporting seriously following a management buy-out in 2008 and opened its first overseas office in 2012.

The company now exports to a diverse geographical mix of twenty countries and has seen significant growth across South East Asia and the USA.



Mick Bonney  
*Director of Sales and  
Business Development*

### *EDM Ltd*

EDM Ltd is a specialist engineering company which provides training and simulation equipment to the aerospace, defence and rail industries, with an impressive portfolio of clients worldwide.

EDM successfully exports to a number of international markets including China, Japan, Indonesia, the Philippines, North America, Europe and the Middle East. The company's most recent export achievement has been securing a new customer in Africa.

Director of Sales and Business Development Mick Bonney joined the company in 2005 and used a wealth of export experience gained in previous roles to help EDM grow the business in both the defence and commercial aviation sectors.

### *Emu Films Ltd*

Emu Films, based in Salford, produces award winning creative content for film and television, working with both ambitious new talent and established names. The company has a reputation for producing smart and unusual projects with international commercial potential. The company has been selected by Creative England as one of the CE50 Future Leaders, showcasing the best of what England's regions have to offer.

From day one Emu Films embraced overseas markets the company has been producing content that has sold internationally for over 20 years, with over 50% of revenue currently generated from exports. Emu's main export markets include the European Union, USA, the Gulf region and the Far East and in 2018 Emu started work in China and Japan. Export Champion Walli Ullah advises new exporters to visit the markets they wish to export to wherever possible, in order to develop relationships on the ground.



Walli Ullah  
*Founding Partner*

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### *Evans Vanodine International Ltd*

Evans Vanodine manufactures and supplies a wide range of cleaning and hygiene chemicals from its factory based on a five acre site in Walton Summit. The company has been exporting since the mid-1960's when it developed the world's first formulated disinfectant for use against foot and mouth disease. Since then Evans Vanodine has built on its reputation for excellence in the R&D of hygiene chemicals and is able to compete on the world stage against overseas multinationals.

Peter Thompson joined the company in 1998, after 18 years with Unilever, and helped take the business to its current level - exporting to 78 different countries, with strengths in the Middle East and SE Asia.

Evans Vanodine has won three BiBA awards for exports, is a Chemicals Northwest Exporter of the Year and also holds a Queen's Award for International Trade.



Peter Thompson  
*International Division  
Manager*



Graham James, OBE  
*Co-Founder*

### *Flexcrete Technologies Ltd*

Specialist construction products manufacturer Flexcrete Technologies employs 34 people. Widely recognised for technical excellence, they are used globally on many iconic structures and infrastructure projects, as well as providing maintenance solutions for existing buildings and assets.

Graham James OBE, and Co-founder has 35 years' experience exporting to diverse markets with travel to over 100 countries. 40% of turnover is generated from overseas trade, mainly with Europe, the Middle East, Asia and Australia. In order to penetrate North America, the intention is to establish a local production plant.

Acquisition of the business in 2017 by AkzoNobel, the owners of other well-known brands such as Dulux and Sikkens, has already resulted in 7 figure investment in a new manufacturing line to be located on an existing site near Jakarta. Flexcrete intends to fuel growth through innovation with ground-breaking sustainable technologies aimed at the core AkzoNobel markets in upstream and downstream oil and gas.



Tony Goodman, MBE  
*Marketing Advisor*

### *Forest & Co*

Forest and Company are a specialist marketing consultancy focusing on exporting, branding and sales. Based in Manchester they have developed a broad spread of clients across a range of industries, with a common thread of seeking growth, especially through exporting. They specialise in helping companies find the most practical routes to achieving export success by providing a realistic assessment of a brand's strengths and weaknesses and helping to craft the messaging needed to attain the right opportunities. They then go further and turn these insights into direct exporting activities.

Tony Goodman MBE, has over 30 years exporting experience across a range of industries, including: chemicals, technology and most recently food, where he has created brands including Ten Acre Snacks and Bean and Pod Chocolates, personally leading rapid growth in exports to more than 50 countries. Tony is a strong advocate of exporting and a regular speaker, writer and blogger on exporting and branding.

### *Forest Distillery Ltd*

Established in 2015, Forest Distillery is a family owned gin & whisky distillery based in Cheshire. Forest Gin is distilled using traditional methods and a mixture of organic and locally foraged ingredients and is the only gin to have won two separate Double-Gold medals at the San Francisco World Spirit Awards. The company recently expanded and now has one of the only fully operational Whisky distilleries in England.

The company has been exporting for two years, with exports accounting for 20% of total turnover. Its biggest export markets currently are Japan, Switzerland, Germany and New Zealand, and it aims to move into the USA, Australia, India and China in 2019.

Karl Bond's top tip for new exporters is, "Just try it! Exporting certainly presents new challenges, but it can be very rewarding. The staff at the Department for International Trade are a fantastic resource and they are always willing to help where necessary."



**Karl Bond**  
*Owner*

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### *Fort Vale Engineering Ltd*

Fort Vale Engineering Ltd is a world leader in the precision manufacture of valves and fittings for the transportation of bulk liquids in the tank container, road tanker and rail industries. It aims to be not only the preferred supplier of new OEM (original equipment manufacturer) parts but also the premier after-sales supplier for spares. The company has subsidiaries in the USA, Netherlands, Singapore, China, Russia and Australia.

Fort Vale owns self-sufficient manufacturing facilities in Burnley, having total control over all manufacturing processes from foundry to testing.

David Thornley has overseen managing the company's diverse and high-risk accounts receivable portfolio for over thirty years. He is a fellow of the Chartered Institute of Credit Management and sits on its Executive Board.



**David Thornley**  
*Group Credit Controller*



Joanne Hunter  
*Co-Owner*

### *Grasmere Gingerbread*

Grasmere Gingerbread® was created in 1854 by Victorian baker Sarah Nelson. Today, this trademark-protected delicacy is freshly-baked 362 days a year inside The Grasmere Gingerbread Shop - a major tourist attraction. It is sold over-the-counter to domestic and overseas visitors.

Grasmere Gingerbread®'s long-established world-wide mail order service has exported to every continent and every state in the USA. Main export markets include the USA, Australia, Germany and Canada and in 2019 the company is looking to expand sales in China and India.

Offering advice to new exporters, Grasmere Gingerbread's Export Champion Joanne Hunter says, "Speak to others who have experience of the countries you want to enter, obviously DIT is the best place to start! For us time is of the essence, so we always do lots of test runs. Look out for hidden costs."



Mark Whitehead  
Maria Whitehead, MBE  
*Directors*

### *Hawkshead Relish Co Ltd*

Hawkshead Relish makes a wide range of award winning relishes, pickles and preserves. They use locally sourced ingredients to produce over 100 handmade products with no nuts, gluten or artificial additives. The company also makes a further range of bespoke product lines for Private Label customers in the UK and worldwide. The business is owned and run by Mark and Maria Whitehead who received joint MBEs for their services to the food industry in Cumbria in 2011.

The business has grown from being a small café to an enterprise employing 30 people, which is well recognised as a high-quality supplier of condiments. Over the past few years Hawkshead Relish has grown its exports substantially and now sells to countries including the USA, Sweden, Japan, Australia, Czech Republic, Germany and the Middle East.

Maria is also part of the Defra/DIT board that publishes the Food and Drink Export Plan, with the remit of encouraging SMEs to realise their export ambitions.

### *Hydraulics Online*

Founded in 2004, Hydraulics Online is an award-winning hydraulic engineering consultancy and supplies company. They have supported customers in 130 countries from business start-ups to household names. It has exported since its first year of trading and 33% of turnover is currently accounted for by exports.

The company is currently seeing good growth in Hong Kong, China, Taiwan, Singapore and the USA. Main targets for 2019 are the USA and India, but Hydraulics Online continues to work with businesses from around the world.

Helen Tonks, Co-Founder and Export Champion's top tip for new exporters is, "Make sure that you know and are really listening to your customers and can showcase your credentials and track record to build trust at a distance - so that you become the obvious choice regardless of the geography."



**Helen Tonks**  
*Co-Founder*

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### *ICC Solutions Ltd*

ICC Solutions Ltd was incorporated in 1996 and is based in Warrington. The company was set up by Founding Directors David and Wendy Maisey, who have a wealth of experience in the banking industry.

Today the company is one of the market-leading providers of software test tools and certification services for chip and PIN (EMV) products for the financial services sector, allowing organisations to accept chip and pin transactions.

Continuing technology innovation and a determination to identify export potential has ensured international demand for ICC's products, and almost 90% of the company's orders are destined for overseas markets, with around 75% of export business going to North America.



**David Maisey**  
*Director*



Elizabeth Vega  
*Global Chief Executive*

### *Informed Solutions*

Informed Solutions is based in Altrincham and delivers award-winning digital transformation programmes and big data solutions to key government departments in the UK and Australia. The company was established in 1992 and has grown steadily to become a leading independent IS and IT professional services practice, working with global organisations operating in over forty countries.

Global Chief Executive Officer Elizabeth Vega says, "Our best achievement in exporting to date is winning a major government project within 18-months of setting up offices in Australia."

Exports are an essential part of the company's growth plans and its work with government in Australia is now being recognised through several prestigious awards, including three iAwards for Infrastructure and Platforms Innovation of the Year, Public Sector and Government Markets, and a special New South Wales Government iAward for Public Sector and Government Innovation.

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David Southworth  
*VP Global Sales & Training*

### *Isothermal Technology Ltd (Isotech)*

Isotech was founded by John Tavener in 1980. The company has since developed precision temperature measurement and calibration products. Accurate temperature measurement is vital to protect human life, ensure quality, protect the environment and facilitate global trade.

Isotech pioneers the latest developments in temperature metrology and the best temperature standards used by top calibration facilities - clients range from sole traders to the largest national metrology institutes.

In 2017 Isotech was awarded the Queen's Award for Enterprise in the Innovation category, recognising both the innovation and outstanding commercial success of the new thermometer. 80% of their products are exported, with sales growing very strongly across South America.

David Southworth, VP Global Sales and Training says, "Our tip is to build relationships by regularly visiting distributors and inviting them to the UK for face to face training."

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## *J2 Aircraft Dynamics Ltd*

J2 Aircraft Dynamics Ltd specialises in aircraft design, modelling and analysis, aircraft certification, flight simulation and certification and air accident investigation. The company has a strong export focus, with exports accounting for 85% of turnover. It sells directly to the USA, where it was recently awarded a four year license for defence contracts. J2 also sells directly to China and Europe and through agents in 14 countries worldwide. Additional markets include Brazil, India and the Middle East.

J2 has won major contracts with the Iraqi Ministry of Science and Technology and recently made its first significant export into the China aerospace market, where it hopes to open an office in 2020.

Paul Jenkins, Company Director and Co-founder advises new exporters to "Make sure you are really listening to your customers and take time to understand the business culture you are selling into."



**Paul Jenkins**  
*Director*

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## *Kendal Nutricare*

Kendal Nutricare is the only British manufacturer of 'Kendamil' infant formula and cereals and 'Kendalife' adult nutrition products including meal replacement powders. Its formulas use the natural full-cream nutrients found in whole milk sourced locally in the Lake District, combined with vitamins and minerals.

For over 50 years the factory, has supplied famous brands such as GSK, Boots, Meiji, Nutricia, United Pharmaceuticals and Hero. The company is managed by an experienced team and supported by highly qualified process engineers, operative technicians, laboratory microbiologists and research scientists with extensive industry experience.

Kendal Nutricare exports to a range of global markets, including China and the USA, and plans to develop new products for the Middle East, Latin America and Africa.



**Ross McMahon**  
*Chief Executive Officer*



**Michael Lurie**  
*Director of Partnerships  
and Business  
Development*

### *Liverpool School of Tropical Medicine*

Liverpool School of Tropical Medicine (LSTM) is a centre of excellence in research and postgraduate teaching in the field of tropical medicine. It is the oldest institution of its kind anywhere in the world and has been at the forefront of training leaders in global health since 1898.

LSTM will celebrate its 125th anniversary in 2023, continuing to focus on providing high quality scientific evidence and translating scientific discovery into policies and practices to help improve the health of the world's poorest people in over 70 countries. Exports account for around 60% of business, with main export markets including Sub-Saharan Africa, the Middle East, Asia, Europe and North America.

Michael Lurie, Director of Partnerships and Business Development, offers the following advice to new exporters. "Ensure you have ongoing intelligence on the ground for any market you are working with, exercise due diligence and always look for mutual benefit in any partnership activity."

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**James Bracewell**  
*COO*

### *MPM Products Ltd*

MPM markets and sells premium natural cat and dog food. Manufacturing is outsourced internationally which allows the business to focus on the needs of the consumer and allows it the flexibility to bring innovation to the market.

The business was started in 2002 and now exports to over 40 countries worldwide. It has 60 employees and offices in the UK, US, Australia and China. Exports are key to the company's success, accounting for over 60% of turnover. The main export markets are currently Europe, Australasia and North America, and MPM is looking to expand into China in the New Year, as well as growing US sales.

Chief Operating Officer James Bracewell says that new exporters should have confidence in their product, whilst also being prepared to be flexible and innovative when entering new markets.

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### *Natures Aid*

Natures Aid has been manufacturing and supplying high-quality nutritional supplements for more than three decades from its purpose-built factory in Kirkham, Lancashire. The company has 61 full time employees and exports to a wide range of markets. The Natures Aid brand is distributed in over 40 countries, with Europe and the Middle East being major markets. The company's next target market is Scandinavia.

Chris Morrey says, "Although Natures Aid was established in 1981 we have only been exporting for the last few years. There was always a reluctance to enter into overseas markets due to the fear of the unknown, but with the help of DIT and the Chamber of Commerce it really isn't as daunting as it may first appear. There are two sides to export; knowing the best approach for getting your product/brand in front of a potential customer and secondly knowing what to do when you get the orders! Along the way mistakes will happen as that's the nature of exporting but don't be put off - learn from them and move on."



Chris Morrey  
*General Manager*

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### *OS Resources Ltd*

Olive Strachan Resources Ltd is a UK based consultancy, delivering training to international clients in more than 25 countries.

One of its most successful projects is the Global Leadership programme, which has been responsible for influencing and inspiring future leaders around the world.

Founder and Chief Executive Officer, Olive Strachan, MBE is a recognised Human Resources and Learning and Development professional, who has recently been the Chair of the Chartered Institute of Personnel and Development in Manchester. She has provided services for international clients such as The British Council, Louvre Hotels, Shell and Tyco.



Olive Strachan, MBE  
*Chief Executive Officer*



Jayne Moorby  
*Marketing Manager*

### *Oxley Development Company Ltd*

Oxley is a leading designer and manufacturer of high specification LED lighting, night vision solutions and electronic components. Oxley products are in use worldwide to enhance the capability of aircraft, vehicles and ships for the world's leading aerospace and defence companies, and the company was named Cumbria Business Awards Exporter of the Year in 2014, 2016 and 2018.

The company has around 200 employees and exports to over forty countries worldwide, with its current focus being South East Asia and South America.

Jayne Moorby, Marketing Manager, says that one of the most important things in exporting is to access the right advice. She says, "Working with DIT has provided Oxley with specific in-country support when entering new markets, and we have found that this local knowledge is invaluable".



Barry Leahey, MBE  
*Managing Director*

### *Playdale Playgrounds Ltd*

Playdale is a family owned company operating in the Playground Equipment market. The decision to begin exporting was made in 2011 and the plan was to reach 40 countries in seven years.

Featuring in the Exporting is GREAT campaign, Playdale Playgrounds is now a familiar face of British exporting and currently has 37 distributors globally and operates in 49 countries. Playdale's equipment can be found in Europe, North America, Asia, Africa and Australia.

Along the journey the team has picked up numerous international team awards, and Managing Director Barry Leahey MBE is currently the North West Institute of Directors Global Director of the Year. He says, "The best advice we can give to others starting out would be to research, make notes and then act, get boots on the ground".

### *Powder Systems Ltd (PSL)*

PSL is an award winning international manufacturer of pharmaceutical processing and handling equipment and holds a Queen's Awards for Enterprise in Innovation and International Trade.

PSL designs and engineers laboratory equipment and containment technology designed to keep the operator safe from highly toxic chemicals.

In 2016, PSL expanded its offering with the opening of the innovative testing facility C.O.P.E. (Center of Process Excellence) in Philadelphia, USA. PSL has been supplying international customers since its first year of trading in 1989 and last year overseas sales accounted for 82% of the company's turnover. It has a broad product range to cater for different markets and regions, and key export markets include Europe, India, Japan, China, South Korea, Singapore and the USA.



**Amanda Gowans**  
*Chief Executive Officer*

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### *Precision Technologies Group (PTG) Ltd*

Rochdale based Precision Technologies Group (PTG Holroyd) is at the forefront of the high precision machine tool design industry, serving a range of sectors from aerospace, medical and marine to power generation, oil and gas and automotive.

The company has won the Queen's Award for Enterprise four times for its achievements in developing new markets globally.

PTG has also won the Greater China Business Award in recognition of its achievement in this growing market. The company has been developing connections in China and Taiwan since the 1980s and established a Chinese office in 2007. Significant investment in R&D has led to an increase in sales, and PTG is also a founder member of the Manchester-China Forum, an initiative aimed at strengthening the ties between the city region and China.



**Tony Bannan, OBE**  
*Chief Executive Officer*



Steve Malone  
*Director*

### *Proseal UK Ltd*

Proseal manufactures an extensive range of tray-sealing machines for the food industry. Formed in 1998, it is the leading supplier to food producers in the UK, across a wide range of areas from ready meals and sandwiches to fresh meat, poultry, fish and fruit. Proseal is also a major force internationally, with exports to a number of overseas markets.

Proseal's new factory, opened in 2014, brought additional manufacturing and office space to accommodate the firm's expansion, increasing production capacity and enabling it to capitalise on growth opportunities in home and overseas markets. Proseal now employs over 130 people.



Howard Goldman  
*Export Director*

### *Rayburn Trading Company*

Rayburn Trading is a third-generation company which has been in Cheetham Hill, Manchester, for over 60 years. The business is a wholesale distributor of health and beauty, household and confectionery products, and exports to over 70 countries.

Howard Goldman became Export Director in 2007, and has increased export turnover from £9 million to £40 million, now accounting for 50% of company turnover.

He attributes the success of Rayburn Trading to competitive pricing, good customer service and a dedication to international trade which includes attending frequent overseas trade missions, exhibiting at trade shows and visiting different countries on a regular basis.

### *Richardsons Healthcare*

Richardsons Healthcare has been trading for more 60 years and started exporting in the 1980s. The Liverpool based business employs 18 people and manufactures specialist operating table mattresses and support surfaces to many of the world's leading medical companies.

Richardsons Healthcare exports 72% of production to more than 20 countries including Sweden, Finland, Germany, France, Norway, Denmark, Australia, Japan, China, Iran, Poland, Holland, Belarus, Italy and Chile. It recently launched its 'Mfoam' brand, which is the leading mattress system in European hospital operating rooms.



**Michael Gould**  
*Managing Director*

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### *S & S Northern Ltd*

S&S Northern is a family business which has been trading since 1995. With 14 employees at its head office in Chorley, the company supplies Commercial Gas Safety systems for laboratories, kitchens and boiler rooms.

S&S Northern has been supplying in small volumes to Denmark, Ireland, Cyprus, Australia and New Zealand for a number of years, but its largest export market is now North America. Exports account for 15%-20% of overall turnover and this is growing year on year. In 2019 the company aims to move into the Canadian market.

Export Champion Lee Dempsey says, "Take plenty of advice and visit as many seminars as possible. I have learnt so much over the past 5 years trading in the USA. It takes a lot of travelling and expenses to building relationships across the pond."



**Lee Dempsey**  
*Sales Director*



Mark Downing  
*Managing Director*

### *Scorpion Automotive*

Scorpion Automotive is a leading supplier and manufacturer of vehicle security alarm systems and mobile communications and telematics for passenger cars and both light and heavy vehicles. All Scorpion's products are designed and manufactured by an in-house team on site in Lancashire.

The company began exporting in 2005, supplying DAF Trucks, Belgium; Mitsubishi Trucks in Portugal, Subaru and Fuji in Japan and winning contracts in Australia, South Africa, America and France.

Managing Director Mark Downing says, "Our success is down to having the right attitude. We proactively seek out orders and then work round the clock to get them out, which is how we are able to grow the business. Also vital to our success is investment in research and development. Scorpion has an excellent team of R&D staff and continual progression keeps the business competitive".



Iqbal Ahmed  
*Chief Executive Officer*

### *Seamark*

Seamark is a multinational company with 40 years' experience in seafood. It has its own factories, offices and a network of processors, customers and marketing companies. Its EU Headquarters are in East Manchester, where a state of the art processing plant allows Seamark to maintain its position as the UK's leading processor of shrimps.

The company also has bases in Bangladesh and New York, a hatchery and its own fleet of trawlers, making its products completely traceable from source to fork. Its extensive networks across the Indian subcontinent and the Far East allow the company to introduce a wide variety of seafood to the European market, including king prawns, vannamei and black tiger shrimps.

Around 50% of all shrimps exported from Britain come from Seamark, and the company boasts more than 1000 items with a vast supply chain network incorporating major supermarkets, wholesalers and food service companies across Europe.

### *Singletons Dairy*

Cheese makers for over 80 years, family company Singletons Dairy in Longridge now has its fifth generation of family members joining the team. The company manufactures a range of British cheeses, pre-packing and blending them with different flavours and fruits. All the milk used in production is sourced locally in Lancashire within ten miles of the dairy.

Singletons Dairy has 85 staff, and has been exporting for the last 20 years, with 75% of sales from exports. Its products are popular globally, with markets including the USA, Europe, Scandinavia, Hong Kong, Singapore, Canada, Australia, the Middle East, China and South Africa. The company hopes to grow its existing markets and to focus more on China and Brazil.

Gary Johnson, MD, says his top tip for new exporters is to stick at it and to be prepared to invest in attending trade shows and visits.



Gary Johnson  
*Managing Director*

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### *Skylab*

A digital innovation agency that specialises in creating digital strategies, websites and web apps to help clients across a range of sectors become more scalable, efficient and commercially successful.

Clients include Manchester United and Manchester City, Formula 1 teams, national associations such as England Athletics, Swim England and the British Paralympic Association and world federations. The company has 20 employees and has been exporting for six years, accounting for 25% of current turnover. Main markets include Switzerland, Singapore and Finland, looking to expand to France, Germany, the Middle East and Asia in 2019.

Chief Executive Officer Nigel Collier's top tip to new exporters is to "Treat your exporting operation as a startup, with low-cost tools to get started and test the market."



Nigel Collier  
*Chief Executive Officer*



Nick Dykins  
*Managing Director*

### *Slingco*

Slingco is an international business with its head office near Rochdale, and its US base in Tyrone, Georgia. The company designs, manufactures, supplies and installs a range of wire rope based equipment and provides support to a wide variety of industries including oil and gas, civil engineering, aerospace, transport, public utilities, marine and offshore, the military, performing arts, vehicle building and construction.

Slingco Ltd exports to approximately 50 countries including USA, Europe, the Far East and Middle East, either selling directly to end users or trading via distributors or agents. Future target markets include UAE and Russia.

In 2016, Slingco was awarded the Queen's Award for Enterprise in International Trade.



Anthony Keen  
*Managing Director*

### *SN Group*

SN Group is an engineering services provider working within the Defence, Oil and Gas and Renewable Energy Sectors.

Working in partnership with DIT, SN Group has expanded its global reach and supported growth in its manufacturing capability by developing relationships with major companies around the world.

Managing Director Anthony Keen says, "Gaining entry to these additional markets has boosted our turnover and exports now account for 28% of our sales. DIT played a vital role in facilitating introductions with prospective clients, which have proved valuable contributions to our company".

### *Sound City*

Sound City is responsible for organising music, media and technology events around the world. Since 2008, it has delivered events across 3 continents ranging from conferences to music and arts festivals.

Sound City works with over 30 countries and owns events around the world including Liverpool Sound City festival and conference, Dubai Sound City, Tromso Sound City, New York Sound City, Sound City Digital, Off the Record, Sound City Korea, Gateway to the Asian Music Markets and Sounds of the Xity: China, in partnership with Modern Sky Entertainment, the leading music entertainment company in Mainland China. Sound City currently has seven full time staff, an annual turnover of £1.2 million, and has showcased over 4,000 international bands & artists to over 280,000 music fans and music industry professionals.

Main export markets are China and Korea and in 2019 Sound City aims to expand into India, Indonesia and South America.



Becky Ayres  
*Managing Director*

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### *Swiftly Scooters Ltd*

Swiftly Scooters launched to critical acclaim in 2011 with its first innovative product SwiftlyONE, a premium foldable kick-scooter for adults. Since then the company has been developing new ways to move around our congested cities.

With a small team of seven at its Manchester headquarters, Swiftly Scooters exports its products all around the world.

Exports currently account for 50% of turnover, with main export markets including the USA, South Korea, Australia and Singapore. In 2019 the company hopes to grow its sales in the USA and begin trading with Japan.



Jason Iftakhar  
*Managing Director*



**Bill Lamb**  
*Group Finance Director*

### *Tall Security Print*

Established in 1991 in Manor Park, Runcorn, TALL Security Print has built strong customer relationships within the banking and financial sectors for secure banking documents, cheques and credits, securing contracts with Royal Bank of Scotland, Lloyds Banking Group, Santander and HSBC.

From its accredited secure print facilities, currently employing 71 staff, TALL Security Print has developed strong international markets exporting its products worldwide, enjoying particular success in Africa.

Millions of documents, such as cheques, credits, certificates and ballot papers, are shipped each year, and the company even supplies the Dominican Republic and the Ascension Islands. The company has hosted numerous overseas visitors from electoral commissions, universities, central banks and businesses in support of its export business.



**Diana Mather**  
*Director and Senior Tutor*

### *The English Manner*

The English Manner is a well-established etiquette, protocol and household management consultancy. Since 2001, the company has run seminars, courses and training sessions in many countries, working alongside royal and diplomatic households, leading corporations, schools, universities and private individuals. The English Manner has joint Academies in China, India and Saudi Arabia and major offices in USA, UAE, Kenya, Nigeria, Uzbekistan and Iran.

Diana Mather, based in the North West, is a Director and Senior Tutor at The English Manner. A former BBC newsreader, Diana brings years of communication and presentation skills experience to the role. Diana works all over the world with a wide-ranging list of clients that include MPs, senators, lawyers and TV presenters as well as corporate organisations, students and children. She is also the author of nine books.

### *The Lakes Distillery*

The Lakes Distillery was established six years ago and has been exporting for the last three. The company was founded by Paul Currie, who also co-founded the acclaimed Arran Distillery, and is overseen by one of Scotland's foremost whisky experts, Alan Rutherford.

The company makes a range of world class spirits at its production headquarters in the Lake District National Park, which were originally derelict farm buildings prior to restoration. It also has a head office in Gosforth.

The business now has 85 employees, and exports to Europe, Australia, Japan and Taiwan. Exporting accounts for around 10% of current turnover, and the company hopes to enter the USA market next. Export Champion Nigel Mills advises novice exporters to "ask for help and do your research" when exploring new markets for the first time.



Nigel Mills, CBE  
*Chairman*

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### *TISS Ltd*

With over 30 years' experience in the Haulage Industry, TISS is a leading provider of effective fuel security and safety solutions with its comprehensive 'Tank Safe' range of products which stop fuel theft, and prevent diesel spillage.

TISS has enjoyed a rapid expansion of its international sales in recent years. Today 45% of the company's turnover is accounted for by exports, compared to just 13% three years ago. It is this rapid growth which led to TISS being awarded the Queen's Award for International Trade.

Matthew Rose has been the company's Commercial Director since 2007, and is responsible for its international growth, developing business with the world's leading truck manufacturers and promoting TISS's products in new international markets.



Matthew Rose  
*Commercial Director*



Denis Sowler  
*Export Sales Executive*

### *Tithebarn Ltd*

Established in 1935 Tithebarn helps farmers improve the health of their livestock with a wide range of mineral/vitamin feed supplements and mineralised salt licks. "Rockies" brand licks are exported worldwide to over 60 countries, with established markets Europe, the Middle East, South East Asia, China and Africa. Export sales are a vital part of the company and make up 40% of all sales.

"Rockies" are formulated to counter known local deficiencies resulting in greater profits for the farmer from extra production such as more milk, more meat and more wool.

Meeting existing and potential new customers is essential says Tithebarn's Export Sales Executive Denis Sowler. His top tip? "You can only catch fish if you first put the bait in the water, so get out there and see the opportunities."



David Hymers  
*Global Chief Executive*

### *Totalpost Mailing*

Totalpost has been exporting for many years, initially manufacturing price calculating postal scales and exporting those to 20 countries. As demand changed, the company recognised a need for quality consumables for the same market so developed a range of their "own manufactured" compatible and re-manufactured franker cartridges.

These products are now sold to over 38 countries, with export sales representing 42% of overall turnover, and the company has won a Queens Award for Enterprise in International Trade.

The major markets have traditionally been Europe and the USA, but, anticipating the possibility of what was to become BREXIT, Totalpost took steps to ensure continuation with its EU dealers while also strategically expanding into other markets. Particularly the USA and Far East, are showing significant growth at present, and the company is now one of the few major manufacturers of a niche product which is already leading to further opportunities.

### *Trox Ltd*

Trox celebrates its Diamond Anniversary this year, and continues to lead the way in serving hazardous industries such as mining and tunnelling around the world. With 80 employees, Trox designs and manufactures market leading instruments that help keep workers safe and assets operating efficiently. In collaboration with academia, Trox aims to launch a number of new, innovative and patented products to market this year.

Trox has been exporting since the 1960s and 75% of its turnover is currently generated from exports, a figure that is growing all the time. The company's main export markets are Australia, Russia, Germany, Turkey, USA, China, and Trox aims to expand sales to Latin America in 2019.

Patrick Brian, Chief Executive Officer is Trox's Export Champion, and his top tip for exporters is to 'Be bold!'



Patrick Brian  
*Chief Executive Officer*

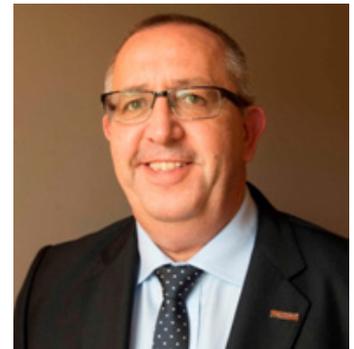
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### *Upskill People*

Upskill People provides online learning programmes, with a focus on management, sales, service, compliance and mental health. It provides a flexible and cost-effective training resource that can be delivered internationally, with a learning platform in over 25 languages.

Upskill People's courses are developed and certified to meet legal requirements and exceed best practice requirements. The company developed a Learning Management System (LMS) which helps them measure and assess the effects of their learning.

Les Thomas has a strong background in IT and project management, and is the relationship manager for Upskill People's overseas partners. He was instrumental in helping the company expand into Asia by setting up an office in Singapore.



Les Thomas  
*Relationship Manager*



Robert Wilde  
*Chief Executive Officer*

### *Volcanic (UK) Ltd*

Volcanic (UK) Ltd, offers digital services to the recruitment industry. Based in Stockport, the company has 55 staff and recently opened offices in London, Liverpool, Doncaster, Kuala Lumpur and Australia.

The company exports to China, South East Asia, Australia, Japan, Europe and South America and is currently growing an independent job board brand in Hong Kong.

Chief Executive Officer Robert Wilde says, "We're only three years into our export journey, so we've still got a lot to learn. That said, we've sold into a lot of different markets already, including Myanmar, Thailand and even Iraq".



Steven Craft  
*Technical Director*

### *vTime*

Founded in 2013, vTime is a leading augmented, virtual and mixed reality engagement company developing immersive communication experiences across new realities. Founded by games industry veteran Martin Kenwright, the Liverpool studio employs over 40 people. vTime's flagship product vTime XR is used in over 190 countries.

Steven Craft, Technical Director says, "Due to the nature of digital products, we have been exporting globally since formation. We have an overseas office in California and have participated in overseas missions with the DIT, most recently to India during the FutureTech Festival."

He advises other exporters to "Speak to your DIT adviser, let them guide you to your best route to market. There isn't a one size fits all approach - some companies may require extensive research missions into new territories, others may need introductions to embassy officials whilst others may just need someone to talk them through the benefits that exporting bring to a company."

### *Wadaro Ltd*

Wadaro Ltd provides a portfolio of Customer Quality of Experience solutions for mobile operators and telecoms regulators in a range of markets including Africa, Europe, North America and Latin America.

It monitors the quality of services delivered to mobile subscribers, by crowdsourcing KPIs directly from devices. This approach monitors normal service across a broad geography and a large range of devices. The resultant data enables mobile network operators to react more quickly to poor service and increase customer satisfaction. The company recently expanded with the launch of patented geolocation solutions which work even when GPS has been disabled or is not present.

Founder and Chief Executive Officer Robert Wakeling has over 30 years' experience in software product development. He also manages key account relationships and product strategy. Wadaro is a winner of the prestigious Red Herring Global Award.



**Robert Wakeling**  
*Chief Executive Officer*

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### *Wax Lyrical Ltd*

Wax Lyrical is one of the UK's largest privately-owned home fragrancing companies, designing and manufacturing luxury scented candles, reed diffusers and private label collections for a global customer base.

Wax Lyrical exports to countries throughout the Middle East as well as Russia, Japan, Spain, Italy and Germany and has a presence in over 40 markets in total.

The business produces over 15 million items per year from its base in Lindal-in-Furness. 150 skilled employees create, test, design, manufacture and market the product range.



**Karen Williams**  
*International Sales  
Manager*



Tony Grimshaw, OBE  
*Director*

### *What More UK Ltd*

Established in 1999, What More UK Ltd has grown rapidly to become the UK's largest manufacturer and brand leader of plastic homeware, gardening and storage products under the brand name WHAM.

In 2016, the company purchased moulds and machines to allow them to also manufacture bakeware and cookware, and this is now a well-established addition to their ranges. The business operates out of a state of the art 500,000 square foot manufacturing and distribution centre.

Today What More's products are recognised all over the world and the company currently exports to 72 countries including China, India, Pakistan, Europe, Australasia, North America and the Middle East.

As testament to its impressive export achievements, What More holds a Queen's Award for Enterprise in International Trade.



Ian Jolly  
*Managing Director*

### *Wheelwash Ltd*

Since 1990, Wheelwash has been providing energy efficient and environmentally friendly wheel cleaning systems that effectively prevent site vehicles and mobile plant machinery from spreading dirt and debris onto public highways.

The company's patented drive-through bath was the first of its kind 25 years ago and remains a staple in the fleet today. The range has since evolved and the systems have become more personalised to meet customers' needs across the world. With technical expertise in-house, and trading via an international network of trusted partners, Wheelwash successfully sells to a range of sectors in every continent. The company has installations worldwide, including in oil refineries, construction and mining companies.

Wheelwash takes a proactive approach to exporting and has recently added Chile, India, Sweden and Brazil to its list of successful new markets.

### *William Santus & Co Ltd*

Established in 1898, William Santus & Co Ltd manufactures the world-famous Uncle Joe's Mint Balls, as well as other traditional high-quality confectionery. The company has 25 employees at its Wigan base, and exports to the USA, Japan, Australia, New Zealand and Denmark.

John Winnard MBE, Joint Managing Director of the business, has been involved with the fifth generation sweet manufacturers since the 1970's, and began to export in the early 1990's.

He says, "You can access markets through DIT and get their support, advice and expertise at any stage of your exporting. They have offices available in Embassies for use if you require".



John Winnard, MBE  
*Joint Managing Director*

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***Research, research and more research - to be sure they need your product or offering, or how much modification it may need to be accepted. Does the colour offend or mean something? Red is lucky in China but what does it mean in other markets?***

***Translations are important: is it law that you operate in the local language? Does your product use electricity voltage? And will the cost of these modifications make it prohibitive to sell to this market?***

”

Josh Gould, Global Corporate Strategy Officer  
TheBigWord Group

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A stylized silhouette of a city skyline in shades of blue and purple, with a prominent clock tower on the left. A large white paper-like shape peels away from the bottom right, revealing an aerial view of an airport terminal and tarmac with several aircraft.

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## Yorkshire and Humber Champions

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### *ABI Electronics*

ABI Electronics designs and manufactures test and measurement systems. Founded in 1983 they have been exporting for over 30 years with exports accounting for 90% of turnover. ABI employs 20 people in the UK and has distributors based in 60 countries. Customers include military, rail transport, automotive, avionics, renewable energy, elevators, oil & gas and education. Main export markets are the USA, Brazil, Pakistan, Korea, Spain, Taiwan, China, and Turkey, and in 2019 the company aims to trade with Mexico, Argentina, Poland, Portugal, Germany, Italy, France, Australia.

Willan Santos, says "Make exporting a key goal in your business plan; build strong cooperation with international distributors and agents to ensure the brand, products and customers are supported locally. Know which of your USPs add the most value to international customers and direct your marketing efforts to communicate them to prospects in different countries."



Willan Santos  
*International Sales  
Manager*

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### *Aeroservices Ltd*

Aeroservices Ltd is a leading global player in the aviation industry for the distribution of lubricants and consumables, tyres, safety and ground support equipment, spares and aviation components. It also provides repair and maintenance services, providing 'nose to tail' solutions for regional carriers and the defence forces across four continents and in over 80 countries.

Established in 2007, and with 30 employees, Aeroservices has always placed an emphasis on overseas trade. Over 95% of its turnover is from export, with the Middle East, Africa and Asia being the main markets. The company aims to grow existing markets as well as expand into new ones including North Africa, Malaysia and Indonesia.



Mashood Akmal  
*Director of Business  
Development*



Helen Gibson  
*Managing Director*

### *Agencia Consulting Ltd*

Agencia is a consultancy which helps organisations address their challenges and deliver sustainable and beneficial transformation. It helps organisations from various sectors including judicial, policing and security and health and social care to plan for change and then make it happen, turning strategy into action and action into results.

For 21 years, Agencia has helped develop integrated strategies for organisations, delivering over 400 contracts. The company has been exporting its services for 15 years and over 50% of its work is overseas.

In 2019 the company aims to grow its business in a range of markets including the Western Balkans, South East Europe, East Africa, the Middle East, North Africa and China.



Adrian Hall  
*Managing Director*

### *Brandon Medical Co Ltd*

Brandon Medical is an award winning medical technology company which has been in business since 1993 and has grown from humble beginnings to become a leading manufacturer of medical equipment from its state of the art premises in Leeds. Its range of products include operating theatre and examination lights, operating theatre control panels, medical service pendants, isolated power supplies and teaching solutions.

The company has exported since its inception, with overseas trade accounting for 52% of turnover. Its main export markets are Europe, the Middle East, Africa, Asia Pacific and South America. Brandon Medical also exports to many other countries from Peru to the Philippines and from Canada to Colombia.

Adrian Hall, Managing Director, says, "Our advice to other companies looking to export would be to make sure you have the right partners in the market. Invest in your distribution people, train and support them and treat them as part of your sales team."

### *British Steel Ltd*

Manufacturing 2.8 million tonnes per year, British Steel was re-established in June 2016 and the company has been exporting globally since then. Prior to that the company exported under its previous names Tata Steel and Corus. It has a range of product lines, including special profiles for the mining and forklift industries, wire rod, passenger rail and sections for the construction market.

Approximately 60% of the company's output is exported. Total sales revenue is £1.2 billion, of which £700 million comes from export markets. They are a global supplier, but the EU and North America are particularly significant markets. In 2019, the company is aiming to have an increased presence in Brazil and India.

David Waine advises, "Select your targets carefully and focus on delivering the competitive edge you offer versus the domestic competition."



David Waine  
*Sales Manager*

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### *Burmatex Ltd*

Burmatex® is a leading supplier of carpet tiles, renowned for innovation and expertise. The company opened in 1917, currently employs around 200 people, and exports to more than 50 countries worldwide.

Burmatex® has been exporting more than 20 years with export turnover currently at 25% and growing. Key markets include Poland, Romania, Eastern Europe, the Balkans, the Middle East, and Scandinavia. In 2019 their main market focus will be Europe, Scandinavia, the Middle East, Russia and the Russian Commonwealth countries.

Nigel Foxall says, "Make full use of all the resources and support available through the DIT and their Trade Advisers. Make sure you do your research on market requirements, the competition and your route to market. Where possible, make a country visit to fully evaluate the market at a local level."



Nigel Foxall  
*Business Manager for  
International Sales*



David Greenwood-Haigh  
*International Chocolate  
Consultant*

### *Coeur De Xocolat Ltd*

Coeur De Xocolat Ltd is based in Wakefield and has two full time and two part time employees. David Greenwood-Haigh is an international chocolate consultant, helping small businesses to set up chocolate factories and develop ranges to sell locally and internationally.

David runs chocolate and food tours in Bruges, Paris, Haiti and Sao Tome & Principé Islands in conjunction with cruise ships and hotels. He also writes and delivers chocolate team-building events and cookery demonstrations.

Coeur De Xocolat Ltd has been exporting for five years now, and this counts for around half of the company's work. Main markets at the moment are Europe and the West Indies, but in 2019 the company aims to expand in the UAE. David's two top pieces of advice for exporters are to go and visit the market you want to expand to, and to internationalise your website.



Laura Gunderson  
*Head of Export*

### *Crème D'Or Ltd*

Crème D'or Ltd is an importer and distributor of premium confectionery and fine food, with a small number of own brands including Happy Jackson Confectionery. The company has been in business for 27 years, but began its export journey two years ago, working closely with DIT to develop its overseas trade. The business now exports to North America, the Middle East and Singapore and Hong Kong, and has set its sights on China as a new export market.

Head of Export Laura Gunderson says, "We would advise any company looking to begin exporting to take advantage of the many services that DIT has to offer - training sessions, market visits, buyer events and funding. Also, make sure that you are well informed about the competition, price point and appetite for your product overseas and select your target markets with care. The world is still a big place and it can be easy to waste time and resources if you do not have a focused approach."

### *Harrogate Water Brands*

Discovered in 1571 and first bottled in 1740, Harrogate is the 'Original British Bottled Water', bottled at source within a Site of Special Scientific Interest and slowly filtered to create a smooth and refined taste. Harrogate Water Brands currently has 80 employees and is an official partner of Ascot and the Royal Albert Hall. It was voted 'The World's Finest Sparkling Water' at the International Water Tasting Awards.

The company has been exporting for over 10 years and exports account for 10% of turnover. Main export markets are Russia, the Gulf States, USA and the Far East. In 2019 the company aims to export to Japan and Barbados.

Greg Hatton advises new exporters to fully investigate the markets they are looking to export to, to understand if there is actually an opportunity, and then to thoroughly research all aspects of trading there including pricing, competition, legislation and labelling restrictions.



**Greg Hatton**  
*Export Manager*

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### *Hitek Electronic Materials Ltd*

Hitek Electronic Materials Ltd was founded in 1985 and now has 30 employees. It fabricates and distributes materials used to protect electronics against Electromagnetic Interference (EMI), thermal management, microwave energy and corrosion.

Hitek has been exporting for six years, and exports currently make up 10% of its business. Main export markets are Europe, South Africa, Singapore and Australia and in 2019 the company aims to grow business in these markets and also expand into the UAE.

Jim Lawton, Managing Director, says that new exporters should not be afraid to seek advice. He says, "The DIT is here to support you to grow export sales. Your local DIT advisor will be able to answer any queries, or be able to point you in the right direction for someone else to assist with any questions you have. Always ask about funding opportunities."



**Jim Lawton**  
*Managing Director*



Simon King  
*Associate Director*

### *John E Haith Ltd*

Haith's, established in 1937, is a multi-channel retailer and manufacturer and was recently awarded a DIT Board of Trade Award. The company exports the ingredients used by a number of global fishing bait brands, and has a licensing agreement to protect its IP, awarding 'Approved Bait Firms' with a unique logo and license number so that anglers in the UK and overseas can confidently locate its quality ingredients.

Haith's also sells bird food and is a proud recipient of BIAZA's (British and Irish Association of Zoos and Aquariums) bronze award for its SuperClean seed project. Export markets include Japan, USA, the Netherlands, Germany, France, Romania and the Czech Republic.



Jerry Agass  
*Managing Director*

### *JRI Orthopaedics Ltd*

JRI Orthopaedics was founded in 1970 by renowned surgeon Mr Ronald Furlong. Its most recognised product is the Furlong Hydroxyapatite Ceramic (H-A.C) Coated Total Hip Replacement (TRH) which was the first of its kind in the world. The device has achieved clinical success globally, with more than 200,000 patients benefiting from the prostheses.

The company has been exporting for 20 years, predominantly to Europe - especially Spain, China, Australia and Brazil.

Export Champion Jerry Agass attributes the company's success overseas to persistence and building good personal relationships in its export markets.

### *m2r*

Formed in 2001, m2r comprises a small team who are purely focused on the international education sector. It supplies teachers, trainers and lecturers to cover all subjects into international schools, FE Colleges, English Language Centres and private companies across the globe.

m2r is based in Wakefield and has won six international business awards to date and received British Government recognition. The company works closely with DIT and British Embassies and Trade Offices across the globe.

100% of the business is exports, and its main markets are the Middle East and North Africa, and Asia Pacific Countries. Offering a top tip for new exporters, Export Champion Munir Mamujee advises, "Persistence, patience and commitment!"



**Munir Mamujee**  
*Managing Director*

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### *Marrose Engineering Ltd*

Marrose Abrasives, based in Keighley, manufactures grinding and polishing wheels using rubber polymers, resins and abrasive grains. Its products can be used for diverse applications such as glass polishing, grinding rollers for bearings and polishing aerospace components.

The company employs 20 people and has been exporting for over 40 years. Exports account for 80% of overall turnover and main markets include the USA, Canada, Mexico, Western Europe and China. In 2019 the company would like to expand into Argentina, Brazil, Colombia and Chile.

Tony Day says, "Make use of the all the various Government and Chambers of Commerce services that are available to you, such as training courses, grant assisted visits, market research and trade missions, and of course network at events (even if this is not your thing)."



**Tony Day**  
*Managing Director*



David Mann  
*Managing Director*

### *Pattesons Glass*

Pattesons is a distributor, agent and wholesaler of glass jars, bottles and closures. It was established by David Mann, Chris and Simon Halmshaw in 2004, and employs 28 members of staff which can rise to nearly 50 in busy months. The company has exported since 2006. David Mann says, "Our first foray into exporting is to this day one of our major achievements - delivering a 40ft HQ container into the mountains to a tribe of Alaskan Indians who produce hibiscus Jam! "

Last year exports grew from 9% to 17% of the company's turnover. Main markets are Ireland, Italy, France, Sweden, Denmark, East Africa, Romania and the USA. David Mann says, "Before working with a new country, understand its cultures, laws and taxes - visit trade shows and build up a knowledge of the market and any differences there might be. We used OMIS reports from DIT to gain further knowledge, these were very useful to not only tell us about the potential customer base but also the competition! Lastly - don't be scared, it's a whole new playing field!"



Richard Paxman  
*Chief Executive Officer*

### *Paxman Coolers Ltd*

Chemotherapy-induced hair loss is widely recognised as one of the most traumatic side effects associated with cancer treatment, and yet it is still one of the least explored. Paxman Coolers aims to change this with a pioneering scalp cooling technology which it has been developing for over 20 years. Its clinically proven cold cap system has helped over 100,000 cancer patients in more than 25 countries worldwide to help retain their hair during chemotherapy.

The company began selling overseas in 1999 and 82% of turnover is now from exports. Key markets include the USA, Australia, Italy, Brazil and the Netherlands. In 2019 the company aims to expand sales into China, Japan, Korea, Mexico and the Middle East and North Africa regions.

Richard Paxman, Chief Executive Officer says, "My top tip is to ensure you do your research and due diligence on a market and potential partner but above all build relationships. That means getting on a plane and investing in meeting face to face. To me that is critical."

### *Performance Engineered Solutions Ltd*

PES Ltd is an engineering design business, with a team of design and mechanical engineers, delivering technologically advanced commercial design solutions to support clients in the UK and internationally. The company is involved in commercial and collaborative R&D projects in multiple sectors. Sectors include Aerospace, Automotive, Renewable energy, Medical, Motorsports and Defence.

PES has been exporting since the business began, and exports represent around 50% of turnover. Main export markets are the USA, Canada and Europe and the company aims to further strengthen its presence with clients in North America & Europe in 2019.

Prof. Mike Maddock advises, "Have an international mentality and a willingness to drive your offer and products onto the international stage, promoting your business brand and UK Plc. Don't inhibit yourself, your business or your team."



**Prof. Mike Maddock**  
*Managing Director*

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### *Precision Devices International*

Precision Devices is globally regarded as a leading manufacturer of high-end loudspeaker components. Established in 1987, it is a family-owned company with 25 employees which operates from its purpose-built manufacturing facility at Wakefield Europort.

In 2003 the brand was acquired by the Barnes family, who began to explore the export market, and today 40% of the company's turnover is from overseas sales. The company's largest market is Germany but also exports across the EU, India and Indonesia and hopes to expand to Latin America, China and Vietnam in 2019.

Mark Barnes says, "Make sure that you locate the right partner for your category of products in each export market. The advantages of working with a dynamic and switched-on partner cannot be overestimated."



**Mark Barnes**  
*Managing Director*



Debbie Harrison  
*Joint MD & Trading  
Director*

### *Pricecheck Toiletries Ltd*

Pricecheck is an international distributor of fast-moving consumer goods, offering more than 4,500 branded products to customers in the UK and worldwide.

Pricecheck now operates in more than 80 countries following the introduction of a proactive and tailored approach, supported by DIT. Exports have increased from £8.8m in 2012 to £32.3m in 2018 and now account for almost half of total turnover. Business in Europe and Australia is particularly strong with growth plans for 2019 expanding into Asia, Russia and the Middle East.

"The exporting success of Pricecheck is down to the hard work of the team. Exporting is more difficult than trading domestically but the extra effort can reap rewards. Our sales team frequently attend international trade shows and visits to market to build relationships with our customers, offering an excellent bespoke customer service along with competitive pricing."



Simon Riley  
*Director*

### *Quality Bearings Online*

Quality Bearings Online is a multi-award winning e-commerce company based in Leeds that supplies bearings and engineering spares all over the world. The company started in 2012, and has gone from 3 to 12 employees over the last 3 years. Since 2015, turnover has increased by 434%, and the business has plans to increase this by a further 60% this year, with 80% of these sales coming from overseas markets.

They supply B2B customers from all industries, including Aerospace, Defence, Agriculture, Engineering, Manufacturing, with leading market brands from its warehouse in Leeds.

Simon Riley says "We started exporting in 2015, after receiving a phone-call from a ferry company in the Netherlands. After this first sale, we noticed the big potential our business had in international markets. Since then, 80% of our current sales are international and we have exported to over 109 countries across the world. We are now planning to increase these figures and continue improving our exporting business."

### *Really Useful Products*

Castleford company Really Useful Products designs, develops and manufactures a range of plastic storage and organisational products. The company was established in 1999, and now has 400 employees.

Really Useful Products claims to have the world's largest range of transparent, strong, stacking storage boxes, and has been exporting from its very early days as a business.

Main export markets for the company are USA, Germany and Belgium, and the company hopes to continue its success in 2019 as well as expanding its reach in Australia and Japan.

Export Champion Mike Pickles says, "Exporting should be an integral part of how you run your company - it should not be a separate component of the business."



Mike Pickles  
*Chief Executive Officer*

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### *Saltaire Brewery*

Saltaire Brewery is based on the outskirts of the UNESCO World Heritage site of Saltaire in Yorkshire. It's range of products include Triple Choc, a multi award-winning speciality stout and Velocity, a citrusy session IPA. The brewery began in 2006 and now has 40 employees. It has been exporting for 5 years and although overseas sales represent only 3.3% of turnover, this is growing rapidly. Europe, Scandinavia, and Eastern Europe are its current export markets, and it aims to roll out its beers to more EU markets and the Far East in 2019.

Nick Helliwell, says "For beer, if you want to find a partner that places large orders, then capability and scale can be more important than product. Next, understand the commercial model, and that everyone in the chain needs to make a margin, while ensuring the beer ends up on shelf at an affordable price to the consumer. "



Nick Helliwell  
*Sales & Logistics  
Director*



**Dr Ashwain Rayit**  
*Director*

### *SARAS Technology Ltd*

SARAS Technology Ltd in Leeds is a world-leading designer and manufacturer of a broad range of customised Radio Frequency (RF) and microwave components and integrated subsystems. The company's products are used in a range of market sectors including defence, broadcast and wireless communications. SARAS was established in 2005 and currently has 20 employees.

SARAS has been focusing strongly on exporting for the last 3 years, and last year exports accounted for 21% of the turnover. Its main export markets include Italy, Germany, France, South Korea, India and Australia, and in 2019 the company aims to expand into Spain, Sweden and Turkey.

Dr Ashwain Rayit, the Director and Co-Founder of the company, says "Do extensive research on the markets you want to export to, identifying any additional paperwork such as export licenses that may be required, and make sure your cost model is accurate, taking into account duties, taxes, payment terms and currency."



**Sean Ramsden**  
*Chief Executive*

### *SD Ramsden & Co Ltd*

Ramsden International is a leading wholesale exporter of British food and drink, exporting over 23,000 grocery products across five continents. It is the first and only UK grocer to export to over 100 countries.

Its huge product range includes ambient, chilled and frozen products, speciality foods and health foods. It includes many well-known brands such as Heinz, PG Tips, Alpen, Walkers and Aunt Bessies. The company also exports Organic, Ethical, Fair Trade, Vegan and Natural products, and British food brands for catering, suitable for hotels, restaurants and bars serving British expats and tourists. The company has 100 employees and its founder, Sean Ramsden, has been Chief Executive Officer for 24 years. Ramsden International has been exporting since its first days in business, and today exports account for 85% of turnover. Sean Ramsden's top tip for new exporters is to plan their export strategy proactively, but keep an eye open to reactive opportunities.

### *SUMA Wholesale*

SUMA is a wholefood collective founded in 1977 by a group of people who believed there was a better way, and actively set out to create it. Today the business delivers over 7000 vegetarian, natural, responsibly sourced products to businesses and communities across the UK and internationally. With 300 employees, it is one of the largest cooperatives of its kind in Europe, and has been selling to international customers for 30 years, with an increased focus on export over the past ten.

Last year, SUMA Wholesale exported 13% of our total turnover to markets including Europe, the Middle East and Far East. This year it aims to consolidate its current markets, and continue to grow in the Far and South East Asia.

Export Champion Katharine Scott says that other exporters should never be afraid to ask for help. She urges, "Ask advice! Utilise the help and resources that are out there."



**Katherine Scott**  
*Export Manager*

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### *TheBigWord Group*

Founded in 1980 TheBigWord Group is one of the largest interpreting service providers in Europe and among the top 15 translation companies in the world. It has over 500 employees in 12 offices across the globe, and a network of over 15,000 professional linguists.

TheBigWord Group has been exporting its services for more than 30 years, with approximately 50% of business being overseas and has linguists operating in more than 70 countries in North America, South America, Europe, Asia, Australia, the Middle East, and Africa. There is an expanding focus on growing business in the US, India and Indonesia.

Josh Gould's advice to other exporters when attempting to enter a new market is to research demand thoroughly and be aware of cultural and practical considerations. He says, "Remember, it is much easier to fulfil a demand than to try and create one."



**Josh Gould**  
*Global Corporate  
Strategy Officer*



Emily Gallagher  
*Key Account Manager*

### *The BIO-D Company Ltd*

Bio-D is a Hull based manufacturer that produces eco-friendly, Vegan and Cruelty Free cleaning products. The company was formed in 1989 and has grown from a single member of staff (its former owner) to a team of 25 - and still growing.

The company has been exporting for 15 years, and 10% of its turnover is currently from exports. Currently its main export markets are the Czech Republic, Poland, Norway and China, and in 2019 the company hopes to expand into France, Germany, Belgium, Austria and Switzerland.

Export Champion Emily Gallagher advises new exporters to stay on top of their game by being thorough! She says, "Create yourself a checklist and stick to it! It's easy to miss something as there are so many aspects to consider when entering a new market and a list really helps me to keep on top of everything."



Aldo Monteforte  
*Chief Executive Officer*

### *The Floow*

The Floow is a telematics company using data and social sciences to bring about change in driver behaviour and lower the risks on our roads. It employs over 100 people and works with motor insurers and manufacturers internationally to make mobility smarter and safer for all. The company is one of Tech City's Future Fifty and won the Queen's Award for Enterprise in Innovation in 2016.

The company offers intelligent telematics solutions which allow insurers to price policies fairly and accurately. It also helps drivers improve their performance through its education programmes.

The Floow has operations in the UK, Europe, China and the USA and its products have covered over one billion miles of motor journeys across five continents. The company began exporting in 2013 and now exports count for over 50% of turnover. Aldo Montefiore says, "America can be a good first export market due to language and cultural affinities, as well as its size and the potential to scale up quickly."

### *The Group Company*

The Group Company is a wholesale tour operator specialising in group travel around Europe and North America. It has 40 employees and offices in the UK, Maastricht and Boston. Company turnover is £10 million, of which 50% comes from export.

The Group Company has been trading overseas for nine years and main markets are the USA, Canada, Belgium, the Netherlands and Scandinavia - and aims to grow business in Australia and South Africa in 2019.

Export Champion Naomi Stewart says her top tip for other companies trading globally is to make sure they are fully equipped to deal with cultural differences when conducting business in overseas markets.



Naomi Stewart  
*Managing Director*

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### *The Training Gateway*

The Training Gateway is a training brokerage organisation with over 1800 members. It provides a single platform for organisations to source corporate and professional training and educational partnerships from leading UK providers. They also run missions to introduce UK training companies to customers and partners across the world.

Exporting since 2008, around 30% of the training opportunities that it promotes to its members are international, with its biggest markets currently being the Gulf States and South East Asia. In 2019 the company also hopes to grow its business in India and China.

Amanda recommends would-be exporters to follow her top four tips - Network as much as possible with people who have been there and done it; Use DIT and your Trade Adviser network; Understand what problem you are solving for your customers and Visit - Return - Repeat.



Amanda Selvaratnam  
*Director*



**Irene Escudier**  
*Export Director*

### *Vac-ex (Exports) Ltd*

Vac-Ex is a group of divisions that provide services in Vacuum Excavation, including hire, design, manufacturing, sales, fleet management and training. Its vacuum excavators units come in all sizes and are used in the construction, power, nuclear, rail, military and airport sectors.

Their product is primarily used for uncovering water and gas pipes as well as electricity and fibre optic cables that run underneath our roads and pavements using air and vacuum. This alternative method to hand digging is a fast, efficient and safe way to expose buried live utility services. Vax-Ex products have been exported to Asia, Europe and the Gulf, and in 2019, the company is looking to consolidate its position in Europe.

Irene Escudier says new exporters should “Research in advance but also visit your target market and talk to key people before developing your plan: one solution does not usually fit all.”



**James Buckle**  
*International Sales  
Manager*

### *Weldtite Products Ltd*

Weldtite make a comprehensive range of bike maintenance products. The company has a long heritage which began almost 80 years ago supplying puncture repair kits to the British Army during World War 2.

In the last thirty years Weldtite has sold into over 50 countries across the globe, and exports represent 50% of annual turnover. The main markets for Weldtite are currently Scandinavia, France, Japan, Australia and Germany, and the company is looking to increase business in Asia and South America in 2019.

Export Champion James Buckle says, “Export takes a great deal of work so persistence and patience is key. Understand your target market and be prepared. Legislation is often different in export markets so making sure your product complies beforehand will save a great deal of time and expense later down the line. Additionally, getting in front of customers is essential, become the trusted advisor and build strong relationships.”

### *Webster Technologies Ltd*

Formed in 2000, Webster Technologies is a family-owned design engineering business supplying its own design Rockwheel cutting attachments for hire and sale to the construction and tunneling industries.

The company has had global experience since 2005, supplying design and consultancy services on projects with clients across the world. Webster-designed Rockwheels are now supplied through a network of dealers worldwide via a licensing agreement.

Exports account for around 20% of turnover with Germany being a main market. Belinda Naylor offers new and inexperienced exporters the following advice, "Do your homework. Learn as much as you can about the countries you want to do business with through research and by tapping into the range of support available, and make sure you understand the customs, paperwork and legislation requirements."



**Belinda Naylor**  
*Business Development  
Manager*

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### *Yee Kwan Ice Cream*

Yee Kwan is the leading brand of East Asian ice cream in the UK, and has been established since 2009. Its ice cream flavours are inspired by Yee Kwan's Chinese heritage, childhood trips to the ice cream parlour and travels around Australasia.

The company offers 25 innovative and unique flavours that have been developed to complement the many East Asian cuisines, selling to the food service and retail trade.

With consumers becoming much more adventurous with their flavours and ethnic food options seeing an increase in sales, as a small challenger brand Yee Kwan has found a market in a number of international markets, including over ten European countries China and the UAE. In 2019 the company is keen to expand its brand to many other overseas markets.



**Yee Kwan**  
*Managing Director*

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The UK's Department for International Trade (DIT) has overall responsibility for promoting UK trade across the world and attracting foreign investment to our economy. We are a specialised government body with responsibility for negotiating international trade policy, supporting business, as well as delivering an outward-looking trade diplomacy strategy.

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