



## **Sweet smell of success for West Sussex firm: Exports help firm triple in size**

**June 2013** - A West Sussex business has revealed spectacular sales growth of over 75% last year, with help from a huge contract win in Russia, and support from UK Trade & Investment (UKTI) South East and HSBC.

ERG Air Pollution Control Ltd, based in West Sussex, design and supply odour control systems for sewage works and air pollution control systems for sectors like mining and bulk chemical production.

Last year they clinched a multi-million pound deal in Russia to supply a chlorine gas treatment system to the specialty metal refining industry. They announced their results during UKTI's Export Week – High Growth Markets – which encourages firms to explore selling to growth markets further afield to increase profits.

James Scott-Bowden, Managing Director, said:

“We were initially nervous about taking on such a big project in a country we were unfamiliar with, but with the help of local UKTI staff, as well as UKTI staff at our Moscow embassy, we were able to ask all the questions we needed to put our minds at rest.”

This is just the largest and latest in a string of recent global orders for the firm's high tech gas removal systems, increasing their exports from just 9% to 35% of turnover, and raising staff numbers from 40 to 50 with a large number of orders in the pipeline.

The firm has also grown across the Middle East, where sales more than doubled last year, thereby underlining the company's strategic decision to invest in the Middle East with a branch office in Jordan five years ago. This growth is set to continue this year they have just announced a £2m contract to supply odour control systems destined for Iraq.

James continued:

“Exports have fuelled the company's growth enabling us to triple sales over the last 5 years: a time when the UK economy has been stagnant. With help from UKTI we have developed a strong international strategy which has taken us from making the occasional export sale to the situation today where we are regularly taking multi-million pound orders and have a solid brand reputation in high growth markets.

“UKTI has helped us to capitalise on the export market and shown us what's possible. They have enabled us to 'de-risk' the business, helping us to balance the two parts of our portfolio – the industrial gas-based applications and the odour control - which is susceptible to the vagaries of investment in the UK water industry.

“I’d advise anyone in two minds about exporting to just go for it. Use all the help and support you can get from the likes of UKTI and do it.”

Steven Golding, International Trade Adviser for UK Trade & Investment said: “To have achieved this level of export success in these challenging markets, in projects that have relatively long lead times, is very impressive, and the pipeline of repeat business as well as new business means the company will continue to expand its export business.

“Export Week intends to encourage firms to export to high growth markets and I hope the example of companies like ERG provide inspiration.”

HSBC provided the company with all the necessary loans to help them expand.

James added: “As our business grows and becomes more export-focused it consumes more up-front cash. So we were really pleased with the good relationship we have with HSBC. They have been incredibly supportive, and their loan facilities have enabled our expansion.”

The firm is now developing large orders for markets in South Korea and Nigeria.

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#### **About ERG (Air Pollution Control) Ltd.**

ERG (Air Pollution Control) is a leading supplier of air pollution control systems and services with a 30 + year track record, providing turnkey tailor made solutions that are optimised to give the best technical solution for the lowest capital and running cost.

ERG is based in Horsham, West Sussex, near Gatwick airport with satellite offices around the UK, a branch office in the Middle East, and a global network of V-tex<sup>®</sup> technology licensees.

ERG specialises in odour control and gas conditioning systems; V-tex<sup>®</sup> scrubbing, stripping and condensing technology; soluble contamination capture and recovery; particulate removal systems; hazardous waste flue gas cleaning systems, and VOC contamination abatement.

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