

19 February 2016

## **HSBC HELPS CHEWING GUM REMOVAL FIRM TAKE ON AMERICAN MARKET**

***\*\*\*Six-figure finance package helps Fareham-based entrepreneurs land deal with the global leader in cleaning machines\*\*\****

Steam-e, the company behind the first ever battery-powered chewing gum removal machine, has landed a deal with the world's largest manufacturer of cleaning machines after securing a six-figure finance package from HSBC.

Since launching the product to market in November 2015, Steam-e has been using the funding provided by HSBC to manufacture the component parts needed to complete the 1,000 unit order, which will see the firm enter the US market for the first time.

Jared Brading, Managing Director at Steam-E, said: "We've been developing the machine since 2013 and until now have been funding the whole process with our own money. Without the support of HSBC we wouldn't have been able to land this incredible deal or explore these new markets across the globe. We have big plans to continue working with HSBC over the next 12 months to help us complete new orders, as well as bring our manufacturing back to the UK which is something we're really passionate about."

Sarah Lucas, HSBC's Area Director for Bristol, Gloucestershire and Wiltshire, commented: "With our unrivalled international network giving us access to around 90 per cent of world trade, HSBC can help guide businesses as they seek to explore opportunities overseas. We are therefore delighted we've been able to support Steam-e with their first venture into the US market.

"We are also continuing our discussions with Steam-e around further opportunities to develop this highly innovative product and expand into areas they haven't been able to consider before."

Chewing gum removal has become a worldwide cleaning concern and this deal marks Steam-e's first foray into the US market, where it is estimated that waste from gum amounts to approximately 250,000 tonnes each year.

-ends-

**For further information please contact:**

This news release is issued by  
**HSBC Bank plc**

*HSBC Bank plc. Registered in England number 14259. Registered Office: 8 Canada Square, London E14 5HQ. Authorised and regulated by the Financial Conduct Authority and the Prudential Regulatory Authority.*

Lucy Doyle  
Direct: 0117 910 6376  
Email: [lucy.doyle@grayling.com](mailto:lucy.doyle@grayling.com)  
Twitter: [@HSBCUKBusiness](https://twitter.com/HSBCUKBusiness)

For the latest updates, visit the **UK Business Press Office social media newsroom**:  
<http://www.newsroom.business.hsbc.co.uk>

<http://twitter.com/HSBCUKBusiness>

#### **Notes to Editors:**

##### **The HSBC Group**

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 6,100 offices in over 72 countries and territories in Asia, Europe, North and Latin America, and the Middle East and North Africa. With assets of US\$2,549bn at 30 September 2015, HSBC is one of the world's largest banking and financial services organisations.

##### **HSBC Commercial Banking**

For 150 years we have been where the growth is, connecting customers to opportunities. Today, HSBC Commercial Banking serves businesses ranging from small enterprises to large multinationals in almost 60 developed and faster-growing markets around the world. Whether it is working capital, trade finance or payments and cash management solutions, we provide the tools and expertise that businesses need to thrive. With a network covering three quarters of global commerce, we make HSBC the world's leading international trade and business bank.

For more information see [www.hsbc.com/1/2/business-and-commercial](http://www.hsbc.com/1/2/business-and-commercial)