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BRANDAUER TARGETS INTERNATIONAL EXPANSION WITH HSBC SWITCH

Birmingham-based precision component manufacturer Brandauer is targeting further international expansion as it embarks on a business simplification programme to lay the foundations for growth.

The 151-year-old company already generates 75% of its £7 million turnover from overseas sales, but is targeting growth in the US, Europe, the Middle East and Africa over the next 18 months. It believes international expansion will help propel its turnover to over £10 million within two years.

In anticipation of growth opportunities, the company has been reviewing all systems and procedures to ensure it is operating efficiently. As part of this, it has secured a £1.25 million finance package with HSBC Commercial Bank to invest in a new IT system, which will improve management information and factory floor performance, as well as in new machinery.

The financing marks the start of a new banking relationship between HSBC and Brandauer, after the company moved its full business banking to HSBC's Birmingham Commercial Centre in a deal managed by Senior International Commercial Manager Joanne Yapp-Pennino. The finance has been derived from HSBC's new £500 million West Midlands UK SME Fund, £200 million of which has been specifically designated for Birmingham-based companies.

Brandauer, which is part of the Midlands Assembly Network (MAN), is one of the largest contract presswork and stampings companies in Europe, manufacturing precision metal components for customers around the world.

It provides the complete range of services required for the supply of pressed metal components: from prototyping, design and in-house tool production (or a specialist

tool transfer service) through to high-quality manufacturing and logistics. The company has expanded the range of sectors it works with to include renewables, life protection and automotive electronics.

It is also investing in an apprentice programme to train and retain key workers. It already has two apprentices working in the business, and plans to expand that to 10 over the next 12 months, bringing its total workforce to around 60.

Rowan Crozier, Brandauer Sales and Marketing Director, commented: “We are delighted to be working with HSBC at what is an exciting time for Brandauer.

“With major new contracts in renewables and the life protection sectors about to start in high volumes, it is vitally important that we have a bank that understands our growth aspirations and are committed to helping us get there.

“Over the next two years we are looking to reach £10m of annual sales and this will require continual investment in new technology and in extending our workforce through the recruitment of experienced engineers, graduates and apprentices.”

HSBC’s Joanne Yapp Pennino added: “We are genuinely delighted that Brandauer has moved its banking to HSBC, and we believe we are the right fit to help the company with its international growth. It is a company we have admired for some time and a business that really champions manufacturing in the Midlands.”

Theresa Williams, Financial Director at Brandauer, concluded: “Having enjoyed a long-standing relationship with our previous bank, the decision to move was not an easy one. Our involvement in the Global Connections competition demonstrated to us how proactive HSBC could be in the SME arena and its willingness to build more than just a banking relationship. The first example is its ability to contribute positively to the future export strategy of our business.”

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