

11 August 2014

BLACK COUNTRY AUTOMOTIVE SUPPLIER MAKES AN IMPACTA WITH LAND PURCHASE

Impacta, the Black Country-based manufacturer of specialist packaging for the automotive and aerospace industries, is targeting a sales drive on the back of new contract wins. The company has acquired land next to its existing manufacturing facility in Bilston to support its expansion, in a move backed by HSBC.

Impacta has won contracts with a number of leading car manufacturers across Europe, including Jaguar Land Rover and Ford, to provide new packaging for car components, as well as refurbishing existing packaging containers to suit new car models. The business aims to grow turnover from £3.5 million currently to £4 million next year.

HSBC's Black Country and Shropshire Commercial team has provided a £150,000 funding package to support the acquisition of the 60,000 sq ft plot of land, which was previously a disused petrol station. The deal was managed on behalf of the bank by International Commercial Manager Nicki Ward and the finance has been allocated from HSBC's £100 million SME Fund for businesses from across the Black Country region and Shropshire.

The company has used the land to install new robotic welding cells and to manufacture a new cushioned packaging product, entitled 'soft board', for handling delicate surfaced car parts.

Impacta, which employs 46 people, was formed in 1989 by brothers Lloyd and Warren Morgan, originally focusing on producing textile school bags. The company started working with the automotive sector in 2003 when MG Rover approached it to see whether it could produce specialist packaging for its vehicles. Since then it has developed a comprehensive suite of products to suit a range of car makes and models.

Warren Morgan said: “We have won a number of new contracts recently. We felt purchasing the site next to our Bilston operation would give us the space required to expand the business and broaden our product range. Demand from the automotive industry is extremely strong at present and many manufacturers are bringing out new models, so require either new packaging units or refurbished ones.”

Kevin Skym, HSBC Black Country and Shropshire Area Commercial Director, said: “Impacta is a company involved in the automotive supply chain that is benefitting from the buoyancy of that industry. This expansion was vital in helping it to win a number of new contracts, so HSBC was delighted to support this investment.”

Ends

For further information please contact:

Michael Clarke,
HSBC Commercial Bank Media Relations Manager
Direct: 07920413672
Email: mike.j.clarke@hsbc.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 over 6,200 offices in 74 countries and territories in Asia, Europe, North and Latin America, and the Middle East and North Africa. With assets of US\$2,754bn at 30 June 2014, the HSBC is one of the world’s largest banking and financial services organisations.

HSBC Commercial Banking

For nearly 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 over 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