

**PRESS RELEASE**

**EMBARGOED: 18<sup>TH</sup> January 2010**



## **REGIONAL MINISTER VISITS AWARD WINNING COMPANY IN LEEDS**

MP Rosie Winterton, Regional Minister for Yorkshire and The Humber, will be visiting award winning manufacturing company, ATB Morley at 10am on Monday, 18<sup>th</sup> January 2010

The Minister has been keen to visit after they won the Queen's Award for Enterprise: International Trade last year for doubling their exports over a three year period. She said:

"I congratulate ATB Morley on its recent Queens Award for Enterprise. This is well deserved and recognises a company committed to continuous improvement and tailoring manufacturing solutions to customer needs.

Manufacturing is an important and significant part of the Yorkshire and Humber economy employing over 290,000 people and worth £14.4 billion to the region. I am confident we have a bright future as a base for advanced manufacturing meeting the demands of customers worldwide.

I have heard how ATB invests in the skills of its people and shows that manufacturing can offer an attractive career option. I am pleased the company is making good use of services available from UKTI and the Manufacturing Advisory Service to help grow its business and adopt best practice."

Despite the economic gloom, ATB Morley has seen a rise in sales last year from £16.6 million to £18.4 million and continues to develop relationships and win contracts with UK and International companies – enjoying a record order intake of £1.7 million from one single sales trip to the USA and more recently, a £1 million contract from Chinese mining companies.

'We are really pleased with the company's progress', said Ian Lomax, ATB Morley's Managing Director. 'We have been successful in winning some very lucrative contracts, which shows that our business model is working. We do not have a standard product. Instead, each product is custom made to the client's specifications and we continually develop new products to suit their very specific requirements. This explains why we are the preferred supplier for many international companies.'

ATB Morley currently employs just over 200 staff and exports their products to Australia, Russia and has particularly strong ties with China, where demand for coal is very high.

## **MEDIA OPPORTUNITY**

MP Winterton will be visiting the factory on Ruskin Street, Stanningley, Leeds LS28 6QA on Monday 18<sup>th</sup> January 2010 from 10am-11am

This will provide a good opportunity for photography and filming and there will be an opportunity to speak to MP Rosie Winterton and ATB Managing Director Ian Lomax

**ENDS**

**For further information on the event or to register attendance please contact Lauren:**

**E: [lauren@globalpr.co.uk](mailto:lauren@globalpr.co.uk)**

**T: 0113 218 0118**

## **NOTES TO THE EDITOR:**

- ATB Morley was established in 1897, and were presented The Queens Award for Export in 2009, by HRH the Duke of Kent
- They are a leading designer and manufacturer of large rotating electrical motors, specialising in flameproof and heavy duty motors for bespoke applications and hazardous environments
- All development, design, manufacturing, test and administration duties are undertaken in their factories in Leeds and Bradford
- Their motors are frequently used in mining and longwalling, particularly in China, where demand for coal is very high.
- Over three years ATBM has added more direct sales, doubling year on year reaching £2m in 2009. This has been achieved by establishing ten new customers in China.
- At the end of 2009 the company achieved a record order intake from one single sales trip to USA. This included sales of £450k to SANY for a number of motors. Amongst these is a requirement for an 1100kW coal cutter motor which will become the largest again. Further £600k of motors was ordered from Zhangjiakou on the same trip.  
A further order for £730k is promised for motors through the same company for Pingshuo.  
(This is 6 x 1000kW and 6 x 1200kW face conveyor motors)
- Overall orders of £1.7m from one trip.
- This has since been supplemented by a further £600k of indirect orders through Joy Mining
- Traditionally, ATB Morley exported to equipment manufacturers in Europe and USA. They are now extending their reach to growing businesses in China.
- UKTI (UK Trade and Investment) is the Government organisation responsible for marketing the UK overseas, promoting british exports and attracting inward investment. Yorkshire and Humber contact: [gail@uktiyh.org.uk](mailto:gail@uktiyh.org.uk). Tel: +44 (0) 113 394 9825

- Manufacturing Advice Service (MAS) is one of the Government's Solutions for Business suite of offerings. MAS provides companies with practical support on all aspects of manufacturing. Yorkshire and Humber contact: [enquiries@mas-yh.co.uk](mailto:enquiries@mas-yh.co.uk). Tel: 08700 111 875