

Turnover soars after firm taps university know-how

A COLLABORATIVE exchange of marketing expertise between Bournemouth University and Wessex Chemical Factors (WCF) is proving hugely profitable for the Verwood-based firm.

The project, nurtured under the government-sponsored Knowledge Transfer Partnership (KTP) programme, injected the University's know-how in database marketing, marketing strategy, marketing communication, market research, and e-marketing to help WCF increase its sales whilst expanding overseas markets for the firm. The result is a 42% increase in turnover for WCF during the last three years coupled with new markets opening in Spain and the Balearics as well as Dubai and southern France.

"Our Knowledge Transfer Partnership with Bournemouth University has been instrumental in giving the company a new sense of direction and focus," says Mike Borowski, managing director of WCF. "The scheme has been a turning point in the life and growth of the company and we highly recommend it to any small to medium company."

WCF provides chemical solutions for a wide range of technological applications with Sunseeker and Cobham Engineering amongst the company's major clients. Recent solutions developed by WCF include a non-corrosive ultrasonic cleaner for aerospace alloys and aluminium, to a product for boat valeting which returns weathered teak deck appearances to almost new.

Marketers within the University's renowned Media School worked closely with project associate Peter



■ Mike Borowski, managing director of WCF (left), with project associate Peter Roxburgh (centre) and Peter Milton, of Bournemouth University

Roxburgh during the two-year scheme. Peter has now joined the company permanently.

"We have seen our company transformed into being more effective and systematic in our marketing efforts whilst achieving a 42% increase in turnover during the last three years which is a significant achievement – and we believe that we have only just started to see the effects of the

project coming into play."

"We have made huge inroads into the Heating Systems Liquids markets in Southern England," he concludes. "We have also begun to see openings in the European export market for our highly unique Teak Deck Cleaner and Renovator System and GRP Renovator System. Due to the improved focus and profitability and increasing demand for our products, we have purchased two

new industrial units and have taken on a new field sales manager."

"The 2 year project has been exciting and stimulating for my colleague Mike Molesworth and myself", said Peter Milton, from Bournemouth University. "We have been adapting sophisticated marketing methods for use in a smaller science based company, and they have really paid off, and of course our students benefit as well".