

CASE STUDY

Capital Reinforcing



BACKGROUND

- Manufactures of steel “Re Bar” used on foundations of large structures
- Set up in 2005 in very poor premises
- In 2007 had a turnover of €2,000,000
- UK Market declined in 2008
- Investigated European opportunities

Export Activity

- Visited German trade show in Sept 2011
- Identified many opportunities and barriers to entry
- Achieved DIN Quality Standards in July 2012
- Formed a Joint Venture with German Contractor in Oct 2013
- Awarded first contract in June 2014
- Now turning over €5,000,000 in Germany

Issues which had to be addressed

- Understanding barriers to exporting to Germany
- Meeting standards; Product, labelling and traceability, operations and aftercare.
- Overcoming barriers by forming a Joint Venture
- Getting staff who were prepared to travel
- Making profit in spite of the additional costs.