

## Press release: Export milestone for espresso machine manufacturer

Espresso coffee machine manufacturer Fracino to further increase exports after securing new certification

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Birmingham espresso coffee machine manufacturer Fracino is poised to further expand its global reach after securing UL certification to meet stringent requirements for exporting to the US and Canada.

The milestone coincides with an additional 4,500 sq ft expansion of the company's 45,000 sq ft world-class production facility, which has undergone a multi-million-pound investment programme, and where the majority of components are fabricated in-house.

The business exports to over 70 countries, and supplies customers including Subway® PizzaExpress, Living Venture Restaurant Group, AMT Coffee and Pathfinder pub chains.

Fracino's 40-strong network includes long-standing distributors from Australia, Poland, Dubai, South Korea, New Zealand, Chile, Sweden, Austria, and significantly, Italy. The most recent partnerships entail distributors from Thailand, Hong Kong and South Africa.

Exporting success has seen Fracino post significant growth, with exports now making up 30% of its total turnover and forecast to increase to 50% by 2020.

The team of 62 is the UK's only manufacturer of traditional espresso and cappuccino machines, competing with Italian and Spanish manufacturers.

Launched in 1963 by founder and chairman Frank Maxwell, the business has become a driving force in espresso machine production in the UK and was a key part of the coffee shop boom in the late 80s, importing and supplying coffee machines to retail outlets in the UK.

**Adrian Maxwell, Managing Director, Fracino said:**

"The US and Canada are key growth markets and important to our strategic plan so we're understandably delighted to have secured our UL certification and already have top-class distributors lined up to sell our products.

“What makes our operation so special is that nearly 90 per cent of all components in our espresso machines are made in-house, allowing us to have rigorous control over quality, product development and the manufacturing process. This has been instrumental in enabling us to meet different countries’ compliance requirements.

“The Department for International Trade and the Birmingham Chamber of Commerce have allowed us to access services such as overseas market introductions, including to one of our distribution partners in India. Our trade advisor has been with us every step of the way, offering insight into the requirements of different countries. There’s a big world out there, with a wealth of opportunities to maximise and I encourage other companies to be brave and find new markets.”

**Ian Harrison, Head of Exports – Midlands Region, DIT said:**

“Operating one of the world’s most advanced and efficient espresso equipment manufacturing facilities, Fracino demonstrates the scale of UK innovation and manufacturing expertise, and the ‘Made in Britain’ marque on every machine is a real testament to British craftsmanship and it’s value around the world.

“I encourage businesses to look for opportunities in other markets. Our network of International Trade Advisors are available to give you insight and practical advice on your next steps to global growth.”

**Her Majesty’s Trade Commissioner for North America, Antony Phillipson said:**

“The US and Canada’s thriving coffee market make it an ideal region for Fracino to grow their brand, and achieving their UL certification is an essential first step. The demand for British goods and craftsmanship is particularly strong here, and Fracino’s machines are wonderful example of the excellent quality and design of British-made products.

“I wish them great success as they expand their international presence in North America, and our trade and investment teams stand ready to help them in any way we can.”

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## **Press release: App sees rise in fitness and increase in exports**

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## **Press release: App sees rise in fitness and increase in exports**

With health and wellbeing taking centre stage around the world, digital health technologies and fitness apps are multiplying. Nottingham-based Boditrax, a body composition software and hardware designer, is running with this rising demand with its most recent export to six countries across Asia in a project worth up to £1.5m.

Following a trade mission organised by the Department for International Trade to Arab Health 2019, the company has signed two further agreements, sold six more systems and have a further four in negotiation. Significantly, it is also in discussions with a government in the region to develop a public health pilot.

And exporting has been a significant factor in the company's growth. The business saw an additional £470,000 to turnover in 2018 with overseas sales, and is closing in on a further export contract which will add another £850,000 in 2019/20, so this is set to increase.

The company has the world's largest body composition database with over five million users on more than 700 systems, delivered by a team of just 22. Turnover in the last financial year was £1.3million and this year is on target to reach £2.5 million.

Founded in December 2011, the businesses' core product is a cloud hosted professional health application built around a medical grade body composition device, providing a clinically validated understanding of a person's physical composition and many other health metrics such as mental wellbeing.

The app allows users to test and track body and mind change as well as other areas such as choose a personal trainer; review, discuss and set goals; and to create nutrition and training plans.

The software is developed, designed and the hardware assembled by hand in Nottingham and then distributed across six continents. Health club operators such as David Lloyd Leisure, Virgin Active, Fitness First and Pure Gym use

the technology along with the NHS, HM Government and leading universities. A recent expansion into corporate healthcare has seen Rolls-Royce, Cadbury, Kellogg's, Renault F1, Airbus and Sky TV added to the Boditrax client roster.

The business now exports to markets around the world including the EU, UAE, USA, South Africa, Australia and India.

**Nick Stillman, Co-founder at Boditrax said:**

"There is often a perception of risk when large organisations engage with small firms from overseas. Whilst we accept that appearing on UK DIT stands and at events is not an endorsement as such, there can be a real halo effect and credibility upgrade from the company you keep and this really affects how other parties then view you. "We initially learned the hard way in areas like customs clearance and getting the 'door to door' experience working effectively in different countries. Time zones and documentation have required careful management. And different markets pose different challenges, including connectivity issues in areas such as China and also power and infrastructure issues in India.

"My advice would be talk to the DIT team, we have had heaps of support with signposting on so many things yet at no time has anyone there said, 'sorry, you are on your own'. It has been a source of great professional pride for our small company to work with the department and it has made us feel part of something really great."

**Ian Harrison, Head of Exports for the Midlands added:**

"Health and fitness are such important issues in our busy modern lives, and it's great to see a company like Boditrax making such a mark in the industry both at home and in overseas markets.

"The demand is high for new and innovative products in this space, and it's great to see that Midlands companies are in the right place to take advantage of this demand. I highly encourage companies looking to enter international markets to get in contact with their local International Trade Advisor."