

---

THIS IS EXPORT. **THIS IS WALES.**

---

# NETHERLANDS

---

New Exporter  
Programme

25 – 28 November 2024

[tradeandinvest.wales](https://tradeandinvest.wales)

---





**This is Export.**  
**This is Wales.**

Amcanu	08
BIPVco	09
Black & Beech	10
Forivor	11
Imersifi	12
Kaydiar	13
Mallows Bottling	14
P&A Fencing & Sheds	15
Pelly Systems	17
R-TECH Consultants T/A R-TECH Materials	18
SNOPA Odonata International	19
Turtle Covers Group	20
Unisan	21
Ureka Global	22
Wales Perfumery	23



Pierhead, Senedd and  
Wales Millennium Centre, Cardiff Bay

Wales is a self-governing constituent country of the UK and the Welsh Government is the devolved Government for Wales.

Devolved since 1999, the Welsh Government's decision-making powers within a small and joined-up country mean we can cut red-tape and act fast.

They also mean we are responsible for our own economic development, working with business to create a prosperous, green and equal economy.

Wales has a strong industrial heritage that has shaped our confident, creative and ambitious economy of today. We have strength in depth in advanced manufacturing, creative industries, energy and environment, financial and professional services, food and drink, life sciences, and technology.

Our commitment to sell Wales to the world has never been more focussed and this mission provides an ideal platform for us to build on established links and discuss future export opportunities.

Wales means business.



The New Exporter Programme, Welsh Government's Export Accelerator, is focussed on increasing the SME exporter base in Wales by providing dedicated support to a cohort of new, fledgling or reactive exporters that have been identified as having a product or service that is capable of being exported.

The annual programme provides both bespoke and group based support to selected companies drawn from a range of sectors across Wales over a period of around 10 months each year. As part of the programme, the selected companies receive targeted advice, guidance, training, export strategy development and market entry research to help them become regular, sustainable and successful exporters.

The focus of each year's cohort is participation in a Welsh Government supported trade mission to a near

European market where the cohort members follow a programme of pre-scheduled meetings with 'warm' leads and get a chance to put their newly acquired skills and knowledge to use.

At the end of each New Exporter Programme year, the graduate companies are assigned a Welsh Government International Trade Adviser (ITA) who will continue the support relationship with them throughout their ongoing export journey.



Pioneering Custom Enclosures Since 1975. As a family-run business, **Amcanu** has been setting the benchmark for quality for over four decades – building world-class industrial enclosures and technology cabinets – designed to overcome operational challenges, maintain optimal equipment performance and comply with stringent regulations.

---

### Product/Service

Effective Industrial Enclosures & Technology Cabinets. Amcanu's products range from robust enclosures for portable industrial pumps and generators, to state-of-the-art cabinets for advanced technologies, including; metal additive 3D printers, hydrogen generators, and remote battery storage systems.

Due to Amcanu's commitment to quality, performance and compliance, their products are often the preferred choice for regions with stringent health & safety or environmental regulations, or locations that are particularly demanding due to challenging environmental conditions.

Specialising in technical design, precision manufacturing, assembly and validation, Amcanu supports customers from the development of entirely new products, to scaling up and fulfilling high-volume production.

---

### Objectives

Amcanu would like to identify new customers in the Netherlands.



---

Owain Davies  
Managing Director

+44 (0)1554 833 358  
+44 (0)7770 598 352  
owain.davies@amcanu.co.uk

---

[amcanu.co.uk](http://amcanu.co.uk)



**BIPVco** is a pioneering UK manufacturer of building integrated photovoltaic roofing solutions for the commercial, industrial and residential sectors.



BIPVco was established in 2015 following five years of collaborative research between Tata Steel LCRI (Low Carbon Research Institute) and Swansea University with support from the Welsh Government.

BIPVco is now an independent company with strong alliances with multinational OEM manufacturers across the supply chain.

---

### Product/Service

---

BIPVco is a pioneering UK manufacturer of building integrated photovoltaic roofing solutions for the commercial, industrial and residential sectors.

BIPVco's mission is to turn buildings into power stations without making them look like one. Designed to be flexible and lightweight, BIPVco's solar modules deliver excellent performance without sacrificing a building's aesthetics.

Based in South Wales, BIPVco manufactures all of its products on-site. Their highly innovative, high-output manufacturing systems have been developed to meet the demands of a range of photovoltaic roof systems while maintaining manufacturing efficiency and product quality at every stage of the process.

The BIPVco team have significant experience in sustainability, PV manufacture, building design, and construction, providing unrivalled support to architects, specifiers, and supply chain partners at every project stage.

---

### Objectives

---

BIPVco would like to identify potential distribution partners, metal roof manufacturers and prospects in the Netherlands.



---

**Kristian Saxon**  
Senior Business  
Development Manager

---

+44 (0)7950 499 167  
kristian.saxon@bipvco.com

---

[www.bipvco.com](http://www.bipvco.com)

**Black & Beech** was founded with a mission to make conscious, purposeful, feminist informed fashion. From concept to creation, the company sets out to support women, to inspire feminist activism and to create timeless, quality garments and apparel in an environmentally conscious way.

Since Black & Beech inception, it reached over 20,000 customers worldwide, supported numerous local suppliers and creatives, and raised over £20,000 for women's rights charities.

### Product/Service

Black & Beech offers a range of ethically-produced, high-quality fashion items that serve as vehicles for feminist expression. Its products include t-shirts, sweaters, and UK manufactured luxury knitwear, all designed with a "buy better, make it last" philosophy. The company prioritize sustainable materials, with 100% of our cotton being organic and our wool sourced from cruelty-free suppliers. Our knits have been worn by MPs in the House of Commons and sold in the Barbican Museum.

### Objectives

- Establish a strong presence in the European market by connecting with at least 10 potential wholesale partners aligned with Black & Beech's ethical and feminist values.
- Showcase our UK-made knitwear to Dutch retailers, emphasizing its quality, sustainability, and appeal to conscious consumers in the Netherlands.

- Develop a tailored marketing strategy for the European market, highlighting how Black & Beech's feminist messaging and sustainable practices align with consumer values.
- Build brand awareness outside the UK.
- Research and comply with any specific Dutch regulations or certifications required for importing and selling Black and Beech's products in the Netherlands.



Stacey Grant-Canham  
Founder

+44 (0)7446 055 566  
stacey@blackandbee.ch

<https://www.blackandbee.ch.com>

**Forivor's** hand illustrated, reversible and organic children's bedding and baby muslins are designed to nurture a child's innate love of nature and storytelling with the belief that the planet needs the most creative minds possible to solve the many problems it faces.



FORIVOR

The day to night concept and exploration of different habitats provides a beautiful and nurturing backdrop which becomes woven into the fabric of family life. The daytime side of Forivor's designs are brimming with wildlife from the different habitats Forivor explore and the accompanying character cards give fascinating facts and insights into each creature you can find. When the bedding is turned over at night, all the wildlife you have got to know in the daytime has transformed into its magical counterpart with the character cards introducing their special powers and a short story to encourage further storytelling. The founders have created keep-forever bedding designed to be treasured more like favourite children's books and passed down through generations. Forivor is passionate about how it can innovate the baby and kids bedding and homewares market.

---

### Product/Service

---

Forivor offers a range of baby and children's products including baby wear and pyjamas, muslin blankets and swaddles, bibs, quilted blankets, duvet sets and sheets.

---

### Objectives

---

Following the success in the home-grown UK markets, Forivor has

ambitions to grow its sales and export opportunities in the Netherlands.

Forivor has previously been very well received in the Netherlands and want to rebuild their presence in the market following the challenges posed by Brexit to exporting into the EU through wholesale as well as direct to consumer markets.



---

Rebecca Monserat  
Founding Director

---

+44 (0)7811 461 231  
rebecca@forivor.com

---

Alice Ruby Ross  
Founding Director

---

alice@forivor.com

---

[www.forivor.com](http://www.forivor.com)



**Imersifi** is an innovative immersive technology studio founded by graduates from Swansea University's MSc Virtual Reality course. Imersifi was born out of a shared passion for immersive technology and its transformative potential across various sectors.

Immersifi's mission is to create engaging, cutting-edge virtual and augmented reality experiences that revolutionise training, simulation, entertainment, and education.

Imersifi is the only master's level qualified immersive technology studio in Wales, UK, with a deep passion for engaging content design and seamless experiences. Imersifi has quickly become a leader in the ecosystem, combining technical expertise with creative vision to create bespoke solutions.

---

### Product/Service

---

Immersifi provides itself on delivering a diverse range of cutting-edge immersive technology solutions that cater to various industries and use cases. Our portfolio showcases our ability to create bespoke XR solutions that meet the unique needs of each client. From educational initiatives to corporate training and interactive entertainment, each project is a testament to our expertise and dedication to creating engaging, custom-built experiences.

---

### Objectives

---

Imersifi is looking for businesses looking to explore using Virtual Reality or immersive technology. Imersifi specialise in delivering immersive solutions to solve business challenges. If you wish to explore the potential of using immersive technology in your business, or you are simply interested in the technology, reach out to our team.



---

Joe Charman  
Co-Founder & Software Engineer

---

+44 (0)7910 671 304  
joe.c@imersifi.com

---

<https://imersifi.com>

Founded in 2018, **Kaydiar** is a medical device company specialising in medical offloading technology for pressure-induced lesions/wounds and musculoskeletal injuries.



Kaydiar is an award-winning company, securing numerous grant awards from Innovate UK (2021-24), Smart Cymru/Smart FIS (2019-24), Royal Academy of Engineering 2024, in addition to the ESTnet NG Awards (2018). Kaydiar collaborates with world leading R&D facilities across the UK such as Centre of process Innovation, TriTech, ATiC institutes and a FTSE 100 medical corporation.

The company has since developed a new podiatry brand: ZeroSole, which is comprised of innovative orthotic products to disrupt the podiatry and footwear industries. It's product range combines podiatry approved interventions with new innovative designs and techniques, producing better treatment outcomes and value to our customers.

### Product/Service

Recently launched, ZeroSole offers an innovative, patented solution for long-term treatment and prevention of pressure-induced lesions of the foot. ZeroSole Reliever's unique customisable system allows consumers to target their site of pain, providing targeted pressure relief and pain relief for pressure lesions (corns/callus), verrucae, heel pain and many other painful foot conditions which are exacerbated by pressure.

### Objectives

With its first line of patented orthotic products, the team at Kaydiar is on a mission to provide gold standard, podiatry approved care to all individuals suffering from foot pain. Led by podiatrists – experts in foot health – ZeroSole is on the front line treating and preventing multiple foot conditions, as well as being one of the fastest growing footcare companies in the market.



**David Barton**  
Co-founder/Managing Director

+44 (0)7552 140 218  
david@kaydiar.co.uk

<https://zero-sole.com/>

**Mallows Bottling & Beverages** (Mallows Beverages) is a family business, based on an ex-coalmine in South Wales. On site the company has 4 high speed lines, and have a fully bonded warehouse and are accredited the BRC A\*.



Andy and his son, Rhys, started Mallows Beverages with the aim of creating truly remarkable spirits in the heart of Wales, and have worked together in the Spirits sector over a number of years, developing their knowledge and passion.

Mallows Beverages has an extensive new product development pipeline and these can be adapted by market conditions. Mallows Beverages is interested in increasing their export markets into a region that can be the hub for wider distribution, such as the Netherlands, due to transportation links.

### Product/Service

As well as providing a tailored contract bottling service, Mallows has developed a selection of brands in-house which make up the current Mallows Beverages collection.

Mallows products include:

- Bourbons (Charlie Parry's collection)
- Rums (Rummers collection)
- Gins (Mallows Gin collection)
- Vodka, Amaretto, Peach Schnapps, Liquors
- Ready-to-Drink range, including rum (Bacardi Breezer-style), vodka (WKD-style)
- Soft drinks/fruit juice drinks

### Objectives

The aim of this project is to find contacts in the Netherlands; either retailers or distributors. Most of their international clients order full containers, but even smaller pallet orders are fine to start with.

- Retailers can include mainstream supermarkets, such as Ahold and Albert Heijn
  - Speciality retailers (e.g. off licences)
  - Distributors to retailers
  - Suppliers to hospitality
- For sales partners, Mallows is keen to assist at events, exhibitions.



**Andy Mallows**  
Joint Managing Director

+44 (0)7990 017 711  
andy@mallowsbottling.com

[www.mallowsbottling.com](http://www.mallowsbottling.com)

Zest Outdoor Living is a family-run company and part of the **P&A Group** based across two sites in North Wales, providing high-quality timber award winning outdoor furniture, decorative garden structures, fencing and grow your own products.



Zest has grown to become one of the leading specialists in the timber garden market by continuing to put quality and customer satisfaction at the forefront of the business. Zest employs 135 staff and supplies over 500 UK garden centres, online retailers and well-known high street retailers.

#### **Product/Service**

Wood is the material of choice for crafting their range of hand-made products designed to enhance outdoor living, al fresco entertaining and relaxation. Zest understands the importance of creating inviting and comfortable outdoor areas and their range of sustainable timber products, includes seating and dining sets, outdoor kitchens, garden bars, planters, vegetable beds, and GYO (Grow Your Own) solutions. The Zest collection is made from sustainable slow grown softwood sourced from PEFC certified forests. Zest's products are designed at their Design & Innovation centre in North Wales and incorporate DFMA (design for manufacturing and assembly) principles for optimised manufacture and transportation sustainability. Zest collaborates in the U.K. with North Wales Wildlife Trust and state forestry replanting schemes in Poland.

#### **Objectives**

From a strong UK sales base, Zest is committed to extending into the EU and be recognised in new markets as a leading progressive supplier of quality sustainable timber garden products.



**Rhys Hughes**  
Director Strategic Development  
and Supply Chain

+44 (0)1352 752 555  
+44 (0)7734 246 889  
rhys@p-a-group.com

<https://zestoutdoorliving.co.uk/>



## **Growth.**

The vibrant capital city of Wales – Cardiff is one of the fastest growing cities in the UK. It is also just two hours on the train from London.



**Pelly** is an information management platform for professional football clubs to enhance their sporting operations and decision-making processes.



---

### Product/Service

---

Pelly simplifies decision-making. The platform consolidates data sources, automates data visualisation, and builds reports, all tailored to answering the key questions that underpin critical decisions. Augmented by the power of artificial intelligence, Pelly equips decision-makers to move quickly with all the information it will need to make the best decisions with greater speed, simplicity, and efficiency.

---

### Objectives

---

To establish industry connections within the Netherlands, and to introduce our solution to the Western European market.



---

Iwan Pritchard  
Co-Founder, CEO

---

+44 (0)7432 421 995  
iwan@pelly.pro

---

**pelly.pro**

**R-Tech Consultants** are a leading provider of world-class materials expertise, operating out of a LRQA approved and fully accredited ISO 9001 test laboratory in South Wales, United Kingdom.

As part of the R-Tech Materials group who sit alongside R-Tech Services, which are a fully UKAS accredited supplier of materials testing for reinforcing bar, composites, and water systems.

### Product/Service

R-Tech Consultants specialize in the performance of lab-based failure analysis, material testing, and condition assessments for a wide range of materials, components, and industries. R-Tech Consultants' team of experts boast a wealth of experience with the numerous damage and failure mechanisms that can adversely affect the safe operation of key components across a variety of plants. Through the quality and reliability of its work, R-Tech Consultants has established strong and long-lasting relationships with clients across multiple sectors. R-Tech Consultants aim to support these clients through the implementation of efficient and cost-effective preventative measures. To that end, their team provide expert witness services, with an extensive knowledge base established through 1000+ successful failure investigations. R-TECH Consultants also offer on-plant services, including visual inspection, metallographic replication (of both carbon & stainless-steel components), portable hardness testing, and positive materials identification. These on-plant services extend to the offshore sector, with their technicians having the

necessary experience and certification to work in an offshore environment. Coupled with R-Tech's metal's expertise and an understanding of the plant itself, the information gathered can be used to provide clients with effective inspection regimes and/or a detailed plant integrity and fitness-for-service assessment.

### Objectives

R-TECH Consultants would like to connect with partners involved in providing metallurgical or inspection services to these sectors, through whom it could offer its services in the rest of the region.



**James McConnell**  
Consultancy Manager

+44 (0)1656 748 016  
james.mcconnell@  
r-techmaterials.com

[www.r-techmaterials.com](http://www.r-techmaterials.com)

**SNOAP** is a revolutionary solid soap and solid shampoo dispenser which has been turning the tide on plastic pollution since 2022.



Designed to remove single-use plastic from bathrooms and washrooms SNOAP significantly reduces plastic pollution, water pollution and costs, as well cutting the carbon footprint of hand, hair and body washing by 90%. With environmental concerns top of mind, SNOAP is a unique offering which enables individuals to experience all the benefits of solid bars – kinder to your skin and hair, your pocket and the planet – coupled with the convenience of a dispenser. Already established in UK homes and businesses, SNOAP is poised for global expansion. With UK households discarding over 2 billion single-use plastic bottles from hand, hair and body washing and UK hospitality over 2.9 million tonnes of single-use plastic annually, SNOAP is the perfect environmentally-kind addition to homes and businesses alike. The SNOAP dispenser holds two solid bars – replacing 20 x 250ml bottles or 5 litres of liquid wash and dispenses a super-efficient powder with no waste and zero single-use plastic. Additionally, SNOAP has a range of accessories to ensure your washing is always single-use plastic free.

### **Product/Service**

The range consists of, SNOAP dispensers (wall or counter mounted), on-the-go dispensers, SNOAP boxes, recycled ocean plastic shower puffs

and tamper-proof bands. All of which come in two colourways. SNOAP currently offer 6 soaps, 4 hair-type specific shampoos and 2 pet shampoo bars, with plans to expand all ranges.

### **Objectives**

SNOAP aims to be the global leader in single-use plastic free hand, hair and body washing and is making great strides in the UK market. Taking SNOAP into the Netherlands is our first step in European expansion and are looking to work with logistics, fulfilment and distribution partners for an exciting onward journey.



**Lisa Hicks**  
Founder & CEO

+44 (0)7946 606 005  
lisa@snoap.com

[www.SNOAP.com](http://www.SNOAP.com)

**Turtle Covers** was created by Marc Williams, its Managing Director and it has been making custom-fit and waterproof vehicle seat covers since 2004.



All products are designed in-house and Turtle Covers offer the widest range of vehicle-specific seat covers for light commercial vehicles within the UK.

All of the Company's products are manufactured in the UK with the skills of 40 experienced cutters and machinists.

Turtle Covers has excellent customer ratings.

---

### Product/Service

---

Turtle Covers specialise in designing and manufacturing tailored, protective seat covers for vehicles; particularly vans, pick-up trucks, and 4x4s. Products are made for both left-hand-drive and right-hand-drive markets.

The Company's products are guaranteed for 3 years, the best in the UK market, and this reflects the quality built into the seat covers.

The products are designed to be easy to fit and resellers in particular experience extremely low returns issues.

Products are sold direct to the end-user through the Company website; however the majority of sales are to commercial vehicle accessory resellers, motor factors, vehicle

dealerships and van conversion specialists.

Turtle Covers' manufacturing capacity means that it can offer a responsive supply of products in short timescales helping to fulfil large orders for fleets or high seasonal demand.

---

### Objectives

---

Turtle Covers seeks to expand the appeal of its products within the UK out to other markets. The Company is aiming to increase its revenue and invest to further broaden its product range.



---

Marc Williams  
Managing Director

---

+44 (0)7704 333 209  
marc@turtlecovers.co.uk

---

[www.turtlecovers.co.uk](http://www.turtlecovers.co.uk)

**Unisan** provide customised and designed solutions to help drive behavioural change and reduce carbon footprint in the workplace.



Their innovative Unisort range of recycling solutions help to promote & increase recycling at work by making it easier, engaging and efficient. With over 10 years' experience and 1,700 clients, Unisan's proven methodology helps their clients to achieve its recycling & sustainability goals and demonstrate its care.

---

### Product/Service

---

- Customised recycling stations
- Recycling bin solutions
- Return stations for reusable cups and packaging
- Recycling training
- Bin liner systems

---

### Objectives

---

- To create product and brand awareness.
- To demonstrate capabilities of products.
- To build relationships and open project opportunities.



---

Wyn Dormer  
Managing Director

---

+44 (0)7971 534 255  
wd@unisanuk.com

---

[www.unisanuk.com](http://www.unisanuk.com)

For over 40 years, **Ureka** has been providing adhesive solutions to businesses of all sizes.



While specialising in the timber processing industry and the sports and play market, Ureka offers a wide range of adhesives to meet many needs.

### Product/Service

Ureka's house of brands includes Woodstikk, Turfstikk, Cladstikk, Multiibead, Aro-Bond, Aro-Seal, Adtech, and Prefere. In April 2023, Ureka acquired the Cascamite brand. Since acquiring the brand, the company has undergone the process of a rebranding and expanding its range.

Ureka also partners and distributes product from industry leaders like Riepe, and Rosehill Sports & Play. Recently, Ureka was appointed as the UK distributor for Jowat adhesives, a global leader in adhesive technology and innovation.

Ureka doesn't only sell adhesives; it also provide a wide range of adhesive focussed services.

- Consultations
- Bespoke adhesives
- Adhesive audits
- Contract Packaging
- Private Label Adhesives
- Adhesive training

### Sticky Smart System

Ureka guides its customers through a process called the Sticky Smart System. This approach ensures that their

customers boost productivity, reduce overall costs, and enhance the sustainability of their production line.

The system is broken down into five key stages:

- Discover
- Recommend
- Trial
- Implement
- Support

### Objectives

Ureka would like to identify new partners and distributors for our wood bonding adhesives in the Netherlands.



Alex Nunn  
Managing Director

+44 (0)1179 711 364  
alex@thenamethatsticks.com

<https://thenamethatsticks.com/>

Louise Smith is a trained Perfumer and has a background in Pharmaceuticals, material science. **Wales Perfumery** is the only perfume house in Wales and Louise is also the sole perfumer in Wales.



The first fragrance range launched in 2022/2023 is based on the Welsh Landscape and encompasses Coast, Country, Forest and Star.

---

### Product/Service

---

- Eau de Parfum Welsh landscape Fragrance, Gender neutral, Vegan, Cruelty free, Sustainable, Free from parabens, dyes and preservatives.
- Created in our lab by hand in Wales.
- Workshops – Fragrance creation for individuals, couples, corporate.

---

### Objectives

---

Louise Smith would like to identify a Stockist to distribute her fragrances in the Netherlands and wider Europe markets.



---

Louise Smith  
Director/Perfumer

---

+44 (0)7817 869 934  
info@walesperfumery.com

---

[www.walesperfumery.com](http://www.walesperfumery.com)

**Find out what Wales can do for your business:**

Tel: +44 (0) 3000 603000

Web: [tradeandinvest.wales](http://tradeandinvest.wales)

Linked-In: [linkedin.com/showcase/trade-&-invest-wales](https://www.linkedin.com/showcase/trade-&-invest-wales)

Facebook: [facebook.com/InvestWales](https://www.facebook.com/InvestWales)

Instagram: [@InvestWales](https://www.instagram.com/InvestWales)

X: [@InvestWales](https://twitter.com/InvestWales)





**John-Paul Moruzzi**

Senior Programme Manager – Export Services  
john-paul.moruzzi@gov.wales

**Overseas Offices – European Office**

**Laura Norris**

Senior Business Development Manager  
laura.norris@gov.wales



[tradeandinvest.wales](https://tradeandinvest.wales)