



Super Rod Ltd



Llywodraeth Cymru
Welsh Government

Super Rod Ltd designs, manufactures and markets labour saving tools for cable installation professionals in the data, telecoms and audio visual industries.

www.cymru.gov.uk

Launched initially as a distribution company, Super Rod now delivers a range of tools that reduce labour output during the installation process, and commands a 70% share of the UK market in a global market worth over £200m.

First launched to service the needs of electricians, Super Rod now supplies leading communication providers with customised kits for their service engineers. Its current customer base is in the UK, North America, Europe and Scandinavia.

Expansion into the global market was achieved in part by financial support from the Welsh Government's Business Innovation Programme, which supported the creation of a comprehensive

programme of foreign trade and customer visits in 2008.

Support to renovate a derelict building at Torfaen into an all-purpose manufacturing and design centre was also received, and also saw Super Rod move in to a new 10,000sq ft premises and consolidate all its operations under one roof.

This enabled the business to up-scale operations and generate the extra capacity required to support the growth in sales experienced as a result of its export drive, and cope with the growth in output where the company would otherwise not have been able to.

Today, Super Rod employs 12 people at its site in Blaenavon, and attributes

more than 90% of its sales to products manufactured by the company; around half of all its transactions are export related.

CEO Malcolm Duncan says: "Super Rod was assigned a Welsh Government Account Manager from the off and this personal contact has been a constant. We have witnessed one of the worst recessions in history since then, but during that time have continued to invest in and grow our business to put us in a really strong position for the recovery. Throughout this time the Welsh Government has been by our side, which is a key decision on why we committed our future to Wales and set up our new facility in Blaenavon."



To find out more about funding and support from the Welsh Government:

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